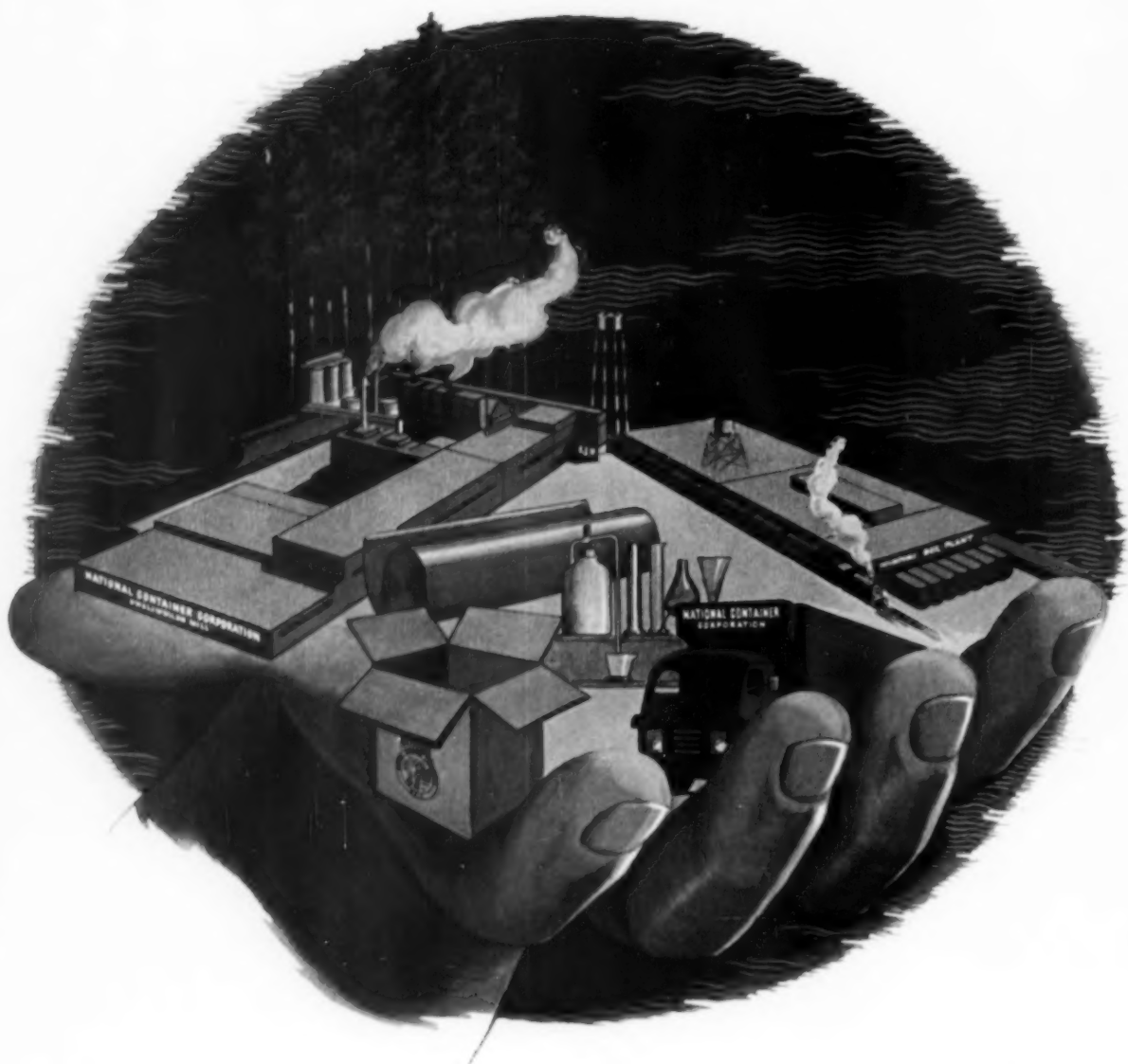


MODERN PACKAGING

OCTOBER 1955

IN THIS ISSUE:

*Wines and liquors provide
a classic example of
power of tradition*



WHAT NATIONAL CONTAINER HAS TO OFFER YOU

All in one hand—everything for the shipping container that meets your actual needs. What is behind National Container? 400,000 acres of timberland . . . 7 mills producing 500,000 tons of Kraft board a year . . . 23 converting plants producing corrugated shipping containers and multiwall bags—one of them close to your shipping platform. A sales-service office close to your office to work out your special needs with you . . . Yes, here is stability: more than a quarter-century of experience, and more than \$80,000,000 in assets. All this—at your service!

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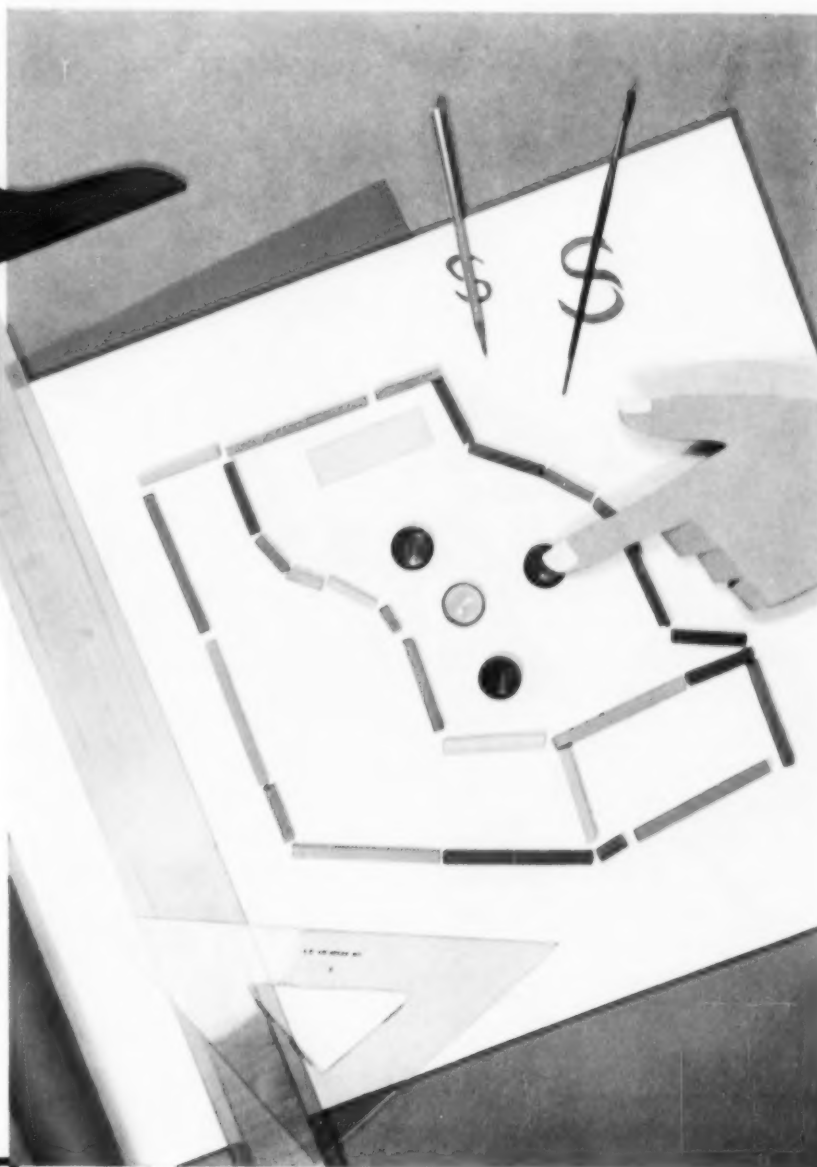
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design
rings the
bell



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At Gair we make sure our designers look past their chalks and watercolors to the cash register that hands down final judgment on any carton's graphic design.

Our way of making sure is Gair Package Analysis*. This study of your market, distribution and product gives Gair artists a line on the kind of graphic design that rings a bell with your customers.

Any good carton designer can make color do tricks on paperboard. But a Gair graphic designer knows which tricks pay off.

*Gair Package Analysis is a service designed to uncover the requirements of a successful carton for your product and your market. One of our men will be happy to give you the whole story.



GAIR
ACM

creative
engineering
in packaging

FOLDING CARTONS • SHIPPING CONTAINERS
PAPERBOARD • KRAFT BAGS AND WRAPPINGS

ROBERT GAIR COMPANY, INC.
155 EAST 44TH STREET
NEW YORK 17, N. Y.

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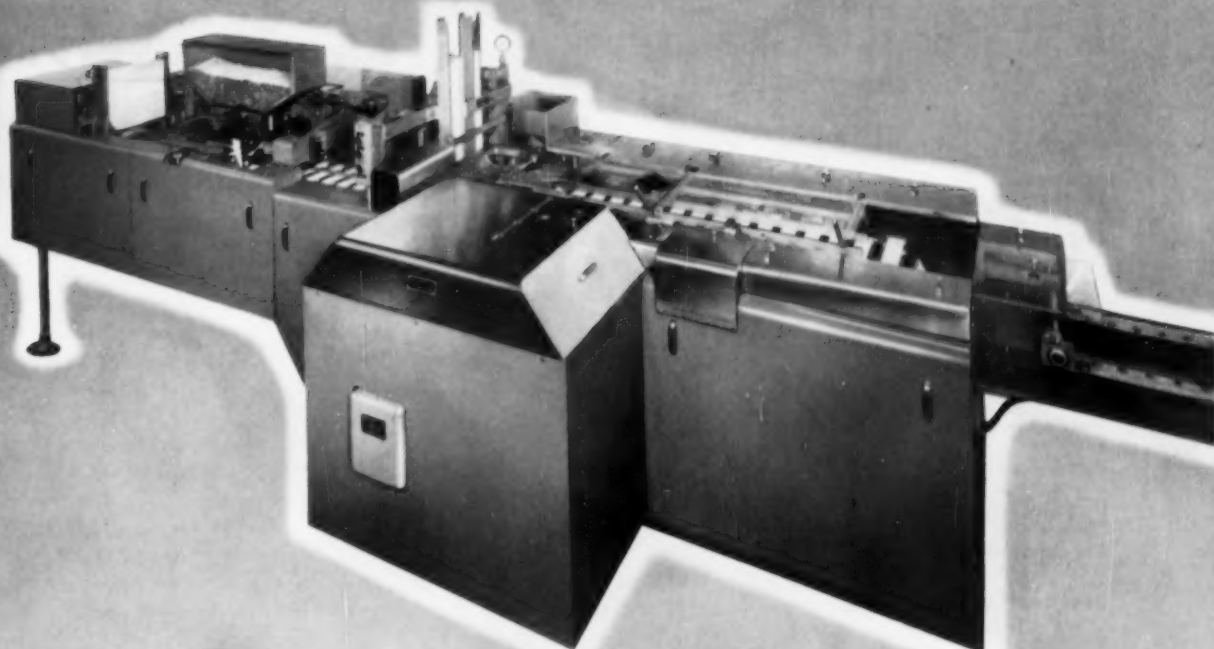
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CARTONING
WRAPPING • SPECIAL PACKAGING



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REDINGTON**

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Facts for packagers

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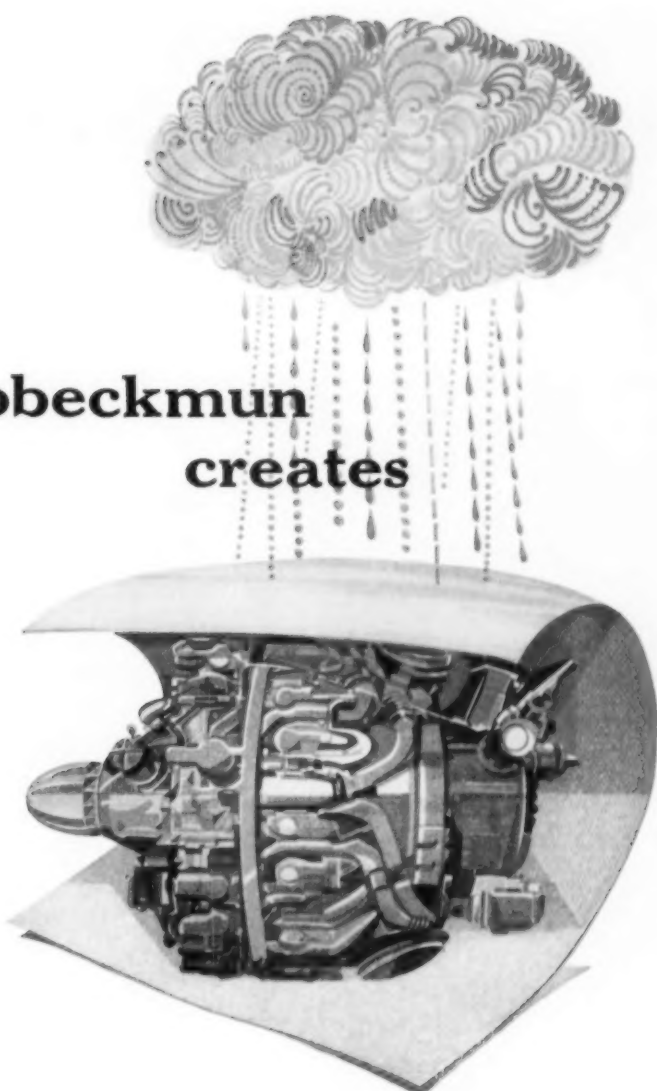
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A stylized illustration of a cloud with rain falling from it. The rain is depicted as a series of vertical lines and dots. Below the cloud is a detailed mechanical engine, possibly a car engine, shown in a cutaway view. The engine is complex, with various parts like pistons, valves, and belts visible. The entire scene is set against a plain background.

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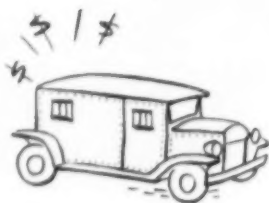
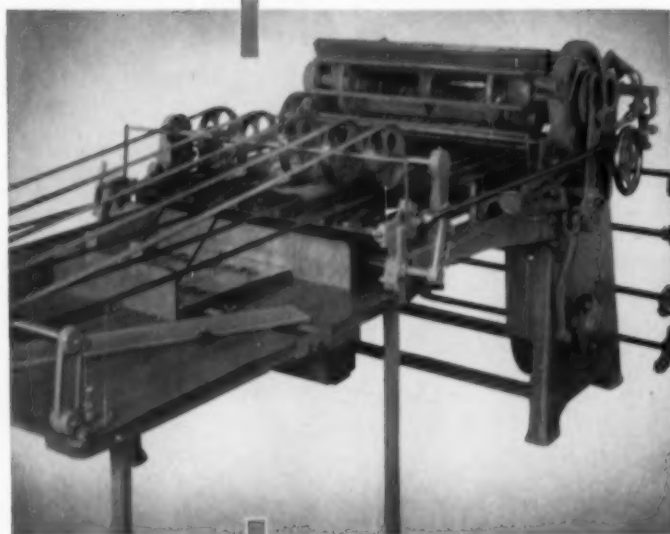
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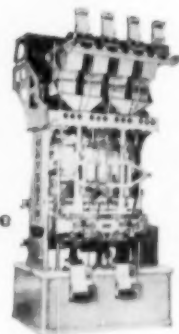
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products in the future—
but also improving
today's methods,
materials and
techniques.
Here's management
that talks your
language—and wants
to serve you.



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sell goods*

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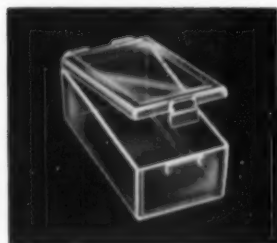
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2-13/32" x 1-3/16" x 23/32"
(hinged lid)

From a huge variety of stock sizes and shapes, or we will mold large quantities to your specifications.



Right: Tri-State Box No. 180
diam: 6" x 2-1/2" deep

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with the 24-Karat
mark in modern
packaging!

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Royal Jewel Coffee proudly displays, like a 24-karat mark, the Reynolds Wrap Aluminum Packaging Seal. Get the facts on Reynolds Wrap Aluminum Packaging for your product—and on the Seal. Call the nearest Reynolds Sales Office or write to **Reynolds Metals Company**, General Sales Office, Louisville 1, Kentucky.



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Continuous Promotion Builds Consumer Insistence.

Full-color, full-page magazine advertising...plus powerful weekly promotion on network TV*...that's how Reynolds builds increasing public awareness of the Reynolds Wrap Aluminum Packaging Seal. Many stores are now featuring Reynolds colorful "rainbow" display of all foil packaging. Look for it!

*See Reynolds new dramatic series, "FRONTIER"—Sundays, NBC-TV network.

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COFFEE

REGULAR
GRIND FOR
Percolators
Coffee Pots

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HERE

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REG. U. S. PAT. OFF.



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Jewel FIRS

COFFEE

THE FLAVOR
IS SEALED IN

COFFEE

Roasted by JEWEL TEA CO., INC., Chicago, Ill.

ROYAL JEWEL
COFFEE

SCRATCHED?



Not when you package with

KIMPAK

If you want positive protection against scratched and pressure-marked finishes—switch to Kimpak Interior Packaging!

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Good News for

The Butcher

The Baker



Made in Raleigh—
sold in N. C.



THESE are a few of the meat and bakery products now being marketed in PLIOFILM window packages. PLIOFILM is ideal window material—for these reasons:

It's strong and puncture-resistant. It doesn't break. It's grease-resistant—doesn't smear. And it's wonderfully moisture-resistant, doesn't shrink or stretch or wrinkle with change in humidity conditions.

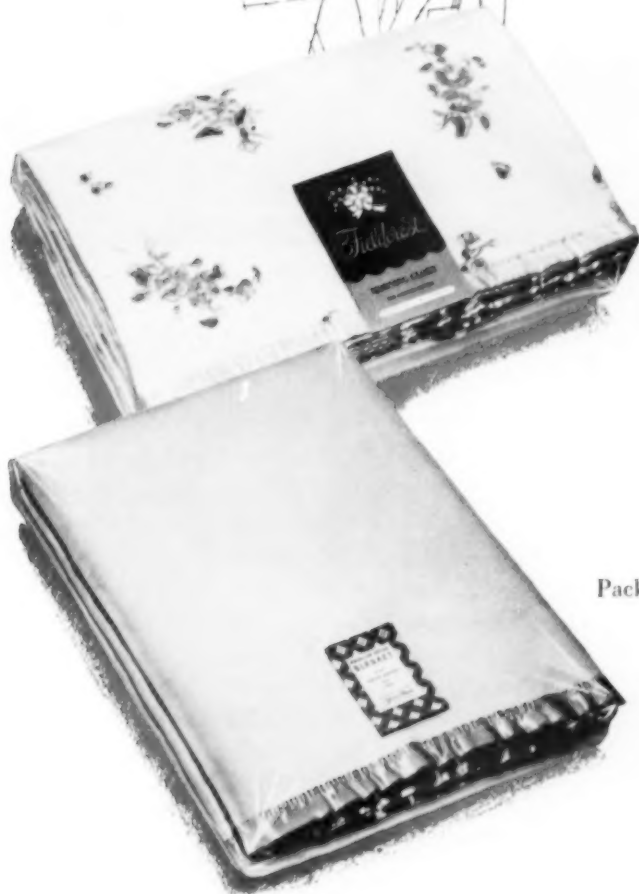
Is a PLIOFILM window package the answer to your problem? Why not let the Goodyear Packaging Engineer help you decide? Write him at Goodyear, Packaging Films Dept. J-6418, Akron 16, Ohio.

Good things
are better in

Pliofilm



The Smart Blanket Maker



IF you're packaging blankets, or any textile product, you'll welcome VITAFILM — latest advance of the Goodyear Film Development Laboratories. It gives you these important advantages:

- High tensile strength
- Superior clarity
- Exceptional resistance to sunlight—excellent aging qualities
- Outstanding tear-resistance—permitting almost limitless handling without danger of breakage
- Heat-sealability within a wide range of temperatures—a plastic film that heat-seals on current commercial overwrap equipment

For further details, write the:
Goodyear Packaging Engineer,
Packaging Films Dept. J-6418, Akron 16, Ohio

Pliofilm, a rubber hydrochloride; Vitafilm, a Polyvinyl chloride
—T. M.'s The Goodyear Tire & Rubber Company, Akron, Ohio

Vitafilm *a new*



FIRST IN Heat-resistant inks

FOR CELLOPHANE AND OTHER HEAT-SEALABLE STOCKS



NEW IPI FLEXOGRAPHIC INKS FOR CELLOPHANE
PRINTING RESIST SMEARING AND RETAIN
BRILLIANCE UNDER SEALING HEAT

At last . . . here's the ink that cellophane bag printers have long awaited. This new line of heat-resistant inks—now part of our famous high-gloss Gemglo series—really *resists* the heat generated on wrapping and bag machines.

These inks resist smearing, offsetting and blocking at the point of contact where the heat seal jaws clamp down on the thermoplastic-coated cellophane.

Even a solid area of ink withstands the heat from the sealing jaws. It stays more scratch-resistant . . . more light-fast . . . more scuff-proof. It retains its

brilliance longer . . . and performs better on the press. The heat merely releases the solvent and makes the ink adhere without damaging the ink film.

If you are plagued by customers' complaints over the quality of printing on cellophane or any heat-sealable stock due to ink troubles, talk to your IPI salesman. He has the answer for ink smear caused by heat-sealing machines—it's new IPI heat-resistant inks. They pay off in better running qualities—on the press and on the packaging machine with a better appearance all along the line!

IPI, IC and Gemglo are trademarks of Interchemical Corporation

Interchemical Corporation

PRINTING INK DIVISION • 67 W. 44th ST., NEW YORK 36, N. Y.



INTERCHEMICAL
PRINTING INKS



RELY ON IPI FOR LEADERSHIP IN INK RESEARCH

the perfect package
...produced by
CELLU-CRAFT!



E. J. Brach & Sons, famous Chicago candy manufacturer, found that this gayly-printed Cellu-Craft package built real volume through impulse sales. Like scores of other nationally prominent organizations, Brach relies on Cellu-Craft skill and experience to provide these "plus factors" in their packaging materials:

1. **PROPERLY CONDITIONED FILMS**... fresh, clean and strong.
2. **PRECISION PRINTING**... with true color fidelity.
3. **CONTROLLED UNIFORMITY**... guarded by careful inspection.
4. **AMAZINGLY LOW COSTS**... a direct result of modern techniques.

Have Cellu-Craft develop the perfect package for *you*? Send us your product, or present package for expert analysis. Or call for a Cellu-Craft Packaging Consultant today!



CELLU-CRAFT

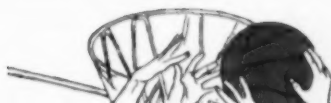
PRODUCTS CORPORATION

Designers, Converters, and Color Printers of Flexible Packaging Materials

General Offices & Plant: 1401 4th AVE., NEW HYDE PARK, N. Y., PRIMROSE 5-8000 Branch Plant: ADDISON, ILLINOIS • Sales Offices in principal cities.

BAGS • ENVELOPES • SHEETS • ROLLS • CELLOPHANE • POLYETHYLENE • PLIOFILM • FOILS • ACETATE • PLASTIC FILMS • GLASSINE

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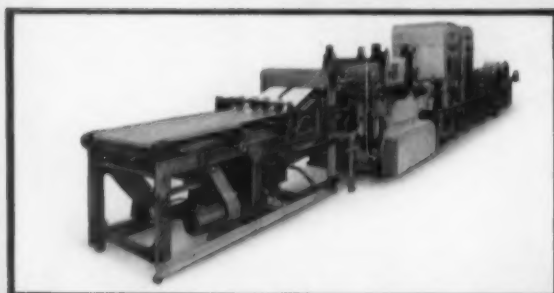
Hallmark of the finest printing and converting equipment...

Champlain

Rotogravure

High-speed precision-register printing on practically *any* stock in *any* practical multiple of colors. Meet the ever-increasing demand for more and better wrappers, labels, and cartons for packaged goods with Champlain *inline* rotogravure. "Speedry" ink fountain insures true reproduction of color and instantaneous drying. Print from roll stock 8" to 44" wide.

To complete a CHAMPLAIN rotogravure press—a CHAMPLAIN inline precision delivery unit:



Cutting and Creasing Press

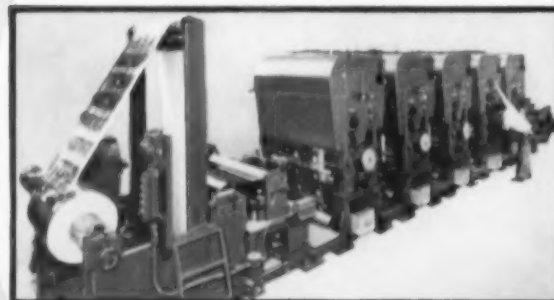
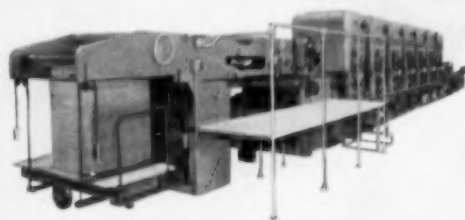
In one pass — only *once* through the press — it cuts, creases, and automatically yet thoroughly strips 7,500 to 10,500 cartons per hour from a continuous web. Platen press quality at *better* than cylinder press speeds.

Sheet Delivery

Delivers from 8,500 to 12,500 square cut sheets per hour with 1/64" accuracy. *Faster than any other standard sheeter*. Positive sheet handling eliminates damage. No waste trim.

Rewind Press

Hydraulically-actuated constant-tension roll unit rewinds from 400 to 800 ft. per min. Positively synchronized to press for balanced speed, tension, and control. Single, multiple, and staggered-roll models.



PLUS

— a complete line of other equipment for all printing and converting needs.

LETTERPRESS PRESSES, FLEXOGRAPHIC PRESSES, SPECIALTY PRESSES—for Tag, Chart Paper, End and Bakery Seals, Die Cut Labels.

CUTTING AND CREASING EQUIPMENT—Roll Fed Swing-Type Reciprocal and Stationary Die Cutting Presses—Vertical Extruding and Eccentric Punches and Perforators—Rotary Blankers.

SPECIALTY CONVERTING EQUIPMENT FOR INLINE USE—Rotary Embossers—Perforators and Score Units—Slitting Equipment—Hot Melt Thermoplastic Applicators—Special Delivery Equipment.

AUXILIARY EQUIPMENT—Automatic Electronic Register Controls (for multicolor and fabrication register on roll-fed equipment)—Automatic Web Splicers.

...and for special engineered equipment:

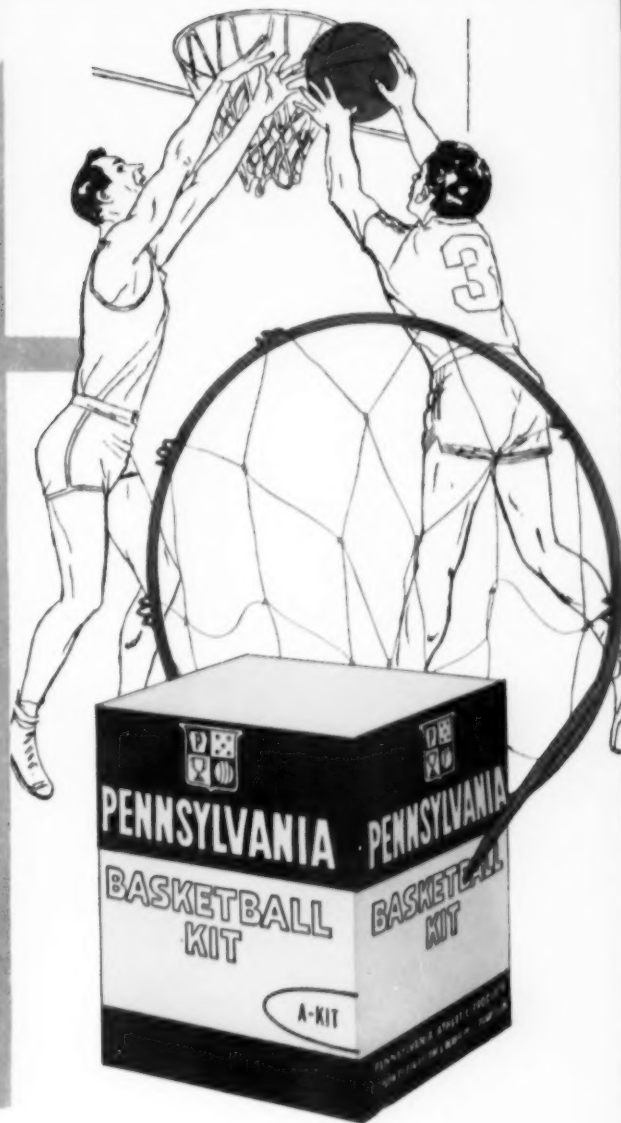
Champlain's ability to design and build special units is based on years of experience in developing inline printing, fabricating, and delivery equipment.

Champlain



Write today for catalog of Champlain equipment. Champlain Company, Inc.
88 Llewellyn Avenue, Bloomfield, N. J. Chicago Office: 520 N. Michigan Avenue, Chicago 11, Ill.

PLANNED PACKAGING moves merchandise



B RIGHTLY designed corrugated packaging adds sales appeal to a sports equipment kit; an artistic dispenser-type folding carton adds sales appeal to practical every-day household supplies. Different products with different sales problems find common ground in discovering that our complete coordinated PLANNED PACKAGING facilities are equipped to boost the merchandising voltage of cartons and containers.

(* Cut-Rite ® Scott Paper Co.)



THE OHIO BOXBOARD CO.

RITTMAN, OHIO

Manufacturers of paperboard, folding boxes, corrugated and fibre shipping containers, and converted specialties.

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YOUNGSTOWN, O. • CINCINNATI, O. • TOLEDO, O.
MANSFIELD, O. • CANTON, O. • PHILADELPHIA, PA.
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a whale of a package for Dorothy Gray

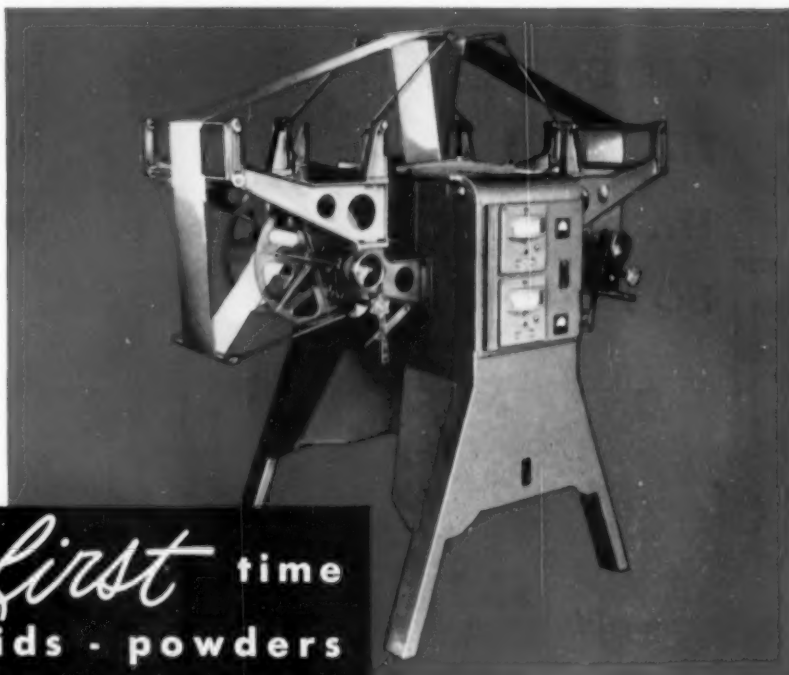
Dorothy Gray Sun Tone. A name with sales magic. And very much a part of the dynamic shelf-appeal of this Dorothy Gray product, is the attractiveness of its superior *squeeze container*. Of course, it is made by PRECISION EXTRUDERS. You, too, can count on PRECISION to give your products added sales appeal...and to give you top-level cooperation all the way.



PRECISION EXTRUDERS

DIVISION LAMEX CHEMICAL CORPORATION

SALES HEADQUARTERS: 112 WEST 34TH ST., NEW YORK 1, N. Y., TEL.: WISCONSIN 7-8343 • FACTORY: LEOMINSTER, MASS.



for the *first* time
solids - liquids - powders
packaged at speeds up to
400 PER MINUTE
on a single BELL-*pak* machine

Whether you use heat sealing film, foil or any laminated material, flexible packages are made as they are filled . . . at speeds up to 400 per minute!

Whether your product is a liquid, cream, powder, solid, or semi-solid, it can be packaged on a single Bell-Pak Machine — *within an accuracy of plus or minus 1%.*

Different items . . . different sizes . . . can be packaged *simultaneously* . . . or individually, with package sizes ranging from $\frac{3}{4}$ " wide and $1\frac{3}{4}$ " long, to 9" wide and 14" long.

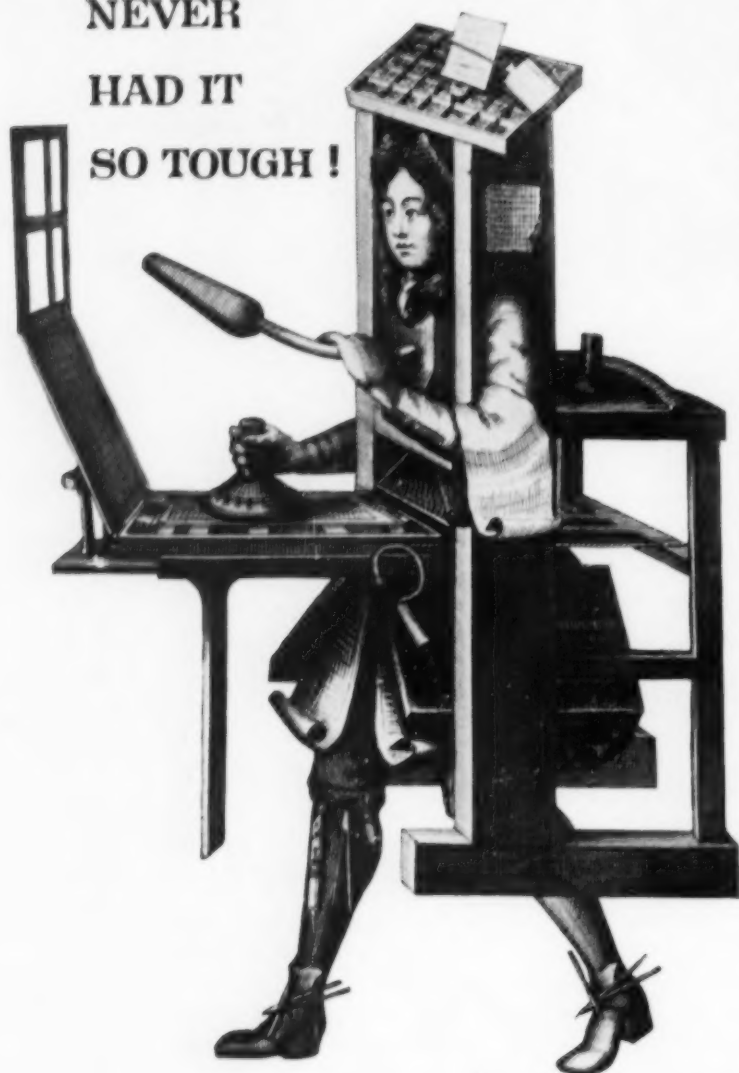
No cams or dies to adjust, package size changes can be made in minutes by unskilled operators. Complete automatic heat control, variable speed drive permits maximum speed in relationship to material and production.

*Send a sample . . . of your package,
your product . . . your problem.*

Your costs, your packaging speed will be demonstrated on an actual "production run" of the Bell-Pak Machine. Address your inquiries to:

BELL *pak* A DIVISION OF
THE BELL MACHINE COMPANY
Designers and Builders of Precision Machinery since 1907
OSHKOSH, WISCONSIN

**GUTENBERG
NEVER
HAD IT
SO TOUGH !**



Ask us to tell you what converters of VISQUEEN film
serve your territory. Clip the coupon, attach to
your letterhead, and mail.

VisQueen® film . . . a product of
THE VISKING CORPORATION

Plastics Division, P. O. Box H10-1410, Terre Haute, Indiana
In Canada: VISKING Limited • Lindsay, Ontario
In England: British VISQUEEN Limited • Stevenage

Name _____
Title _____
Products _____

The man who first printed with moveable type had his problems, but he didn't have to print on polyethylene. When this film was created, there seemed to be no way to get ink to stay on.

And then came **VISQUEEN "C"**.

This superb polyethylene with unmatched ink adhesion is another achievement of VISKING's research put to work to solve your packaging problems. More VISQUEEN is sold than any other polyethylene film. Here are a few reasons:

VISQUEEN

is tougher, has greater tensile strength, better tear resistance, resistance to puncture.

VISQUEEN

remains soft and pliable in temperatures as low as 70° below zero fahrenheit.

VISQUEEN

is uniform in gauge and quality—keeps packaging lines at top speed, yields more units per pound of film!

VISQUEEN

has low moisture vapor transmission—keeps moisture out or in—where you want it.

Important! VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. VISQUEEN film is produced by process of U.S. Patents No. 2461975 and 2632206. Only VISQUEEN has the benefit of research and technical experience of The VISKING Corporation, pioneers in the development of pure polyethylene film.

*Made with the skill
that assures protection*



This 17th Century Gauntlet typifies the skillful craftsmanship of medieval armormakers. The expert positioning and attachment of adjacent parts permit all the necessary flexibility. The intricate carving and embossment give it a distinct, attractive appearance. And the careful design and workmanship assure the maximum protection. In battle and in jousts, combatants had to depend on the armorer's skill . . . often for their lives.

Jones & Laughlin Steel Containers provide dependable protection for your products. They are built of sturdy, high-quality J&L Steel Sheet. Careful manufacture assures accuracy

in all fittings and closures. J&L containers have a trim appearance which can be decorated attractively with colorful designs and illustrations by means of J&L's lithographic process.

Coatings and lacquers are evenly applied—both inside and outside. J&L pails and drums are chemically treated to keep all surfaces clean and dry.

Depend on J&L Steel Containers for the protection your products require.

Order them through plants in leading industrial centers. You will find J&L service prompt and efficient.



CONTAINER DIVISION

Jones & Laughlin
STEEL CORPORATION

405 LEXINGTON AVE.
NEW YORK 17, N. Y.



14 out of 42



Five display placards fit this ten feet high pole for mass display on floor or gondola...helped sell cranberry sauce and associated items...Design by Philip Kaplan, for National Cranberry Association. Art by Jack Hines and Gus Schmidt
Honorable Mention—Floor Merchandisers



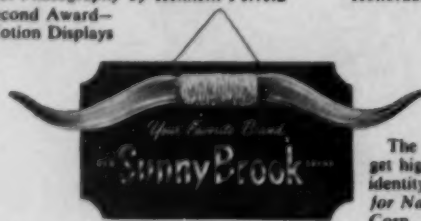
This eight foot tall display promotes related items in food stores, gets retailer good will...Design by Alexander Stauf and Tom Cahill, for Jackson Brewing Co. Photograph by George Greb
Honorable Mention—Floor Merchandisers



This display was used largely in golf pro shops, to get pre-publication subscriptions for "Sports Illustrated"...Design by Stuart Leech, for Time, Inc. Art by Ben Harris
Honorable Mention—Counter Merchandiser



Lithographed TV set, with vacuum formed plastic screen, flasher lighted, is a striking dealer display. Design by Leroy Hopkins, for Motorola, Inc. Photography by Kenneth Ferreira
Second Award—Motion Displays



The vacuum formed plastic horns get high attention, and build brand identity...Design by Russell Stone, for National Distillers Products Corp. Art by Jack Hines. Sculpture by Arthur Cerveny
Third Award—Combination Displays



Wraparound for a market cart makes a dramatic floor stand for Saran Wrap...Design by Stuart Leech and Ed Faculi. Photograph by George Greb
Third Award—Miscellaneous Displays



A series of placards and poles make possible a wide variety of displays for window, counter, wall...Design for F. & M. Schaefer Brewing Co. Photograph by George Greb
Honorable Mention—Multi-plane Display



The Rheingold snowman holds in his arms vacuum formed bottle and can, features new packages...Design for Liebmann Breweries, Inc. Photograph by Paul Hesse
Honorable Mention—End Cards

LNA Awards-

In the Lithographers National Association competition held last April in Chicago, fourteen awards of a possible forty-two in seven classifications went to Einson-Freeman...extraordinary recognition from advertisers and the lithographic industry.

And such comprehensive recognition is further evidence of the value of the selling ideas, sales sense, research, art, showmanship and fine reproduction that go into EF displays.

If you would like a private showing of our prize winners, and possibly some counsel on your own display problems, please let us know. Because all the abilities of Einson-Freeman are available to all our clients.



The vacuum formed vinyl frame sets off a superb photograph, makes a permanent sales help for jewelers... Design by Stuart Leech, Photograph by Lillian Bassman
First Award—Counter Merchandisers

Einson-Freeman Co., Inc.

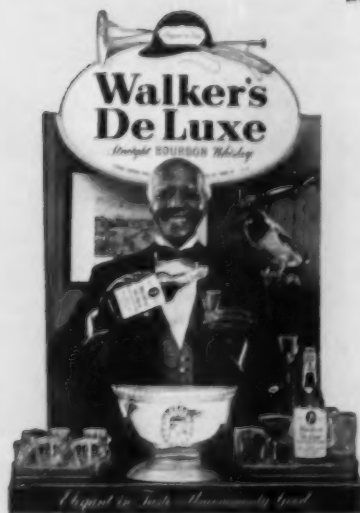
Starr & Borden Avenues,
Long Island City 1, New York



This flasher illuminated, vacuum formed plastic trademark serves as a floor stand, with product cages... Devised by Briacher, Wheeler & Staff, for Van Camp Seafood Co. Art by Robert Stephens Sculpture by Cerveny
First Award—Floor Merchandiser



The vacuum formed figures make a trademark character stand out in a competitive field... Design by Russell B. Stone, for National Distillers Products Corp. Sculpture by Arthur Cerveny
Second Award—Combination Displays



Trademark character holds vacuum formed punch bowl, against hunt breakfast background... Design by Alexander Staut, for Hiram Walker, Inc. Photograph by George Greb
Third Award—Multi-plane Displays

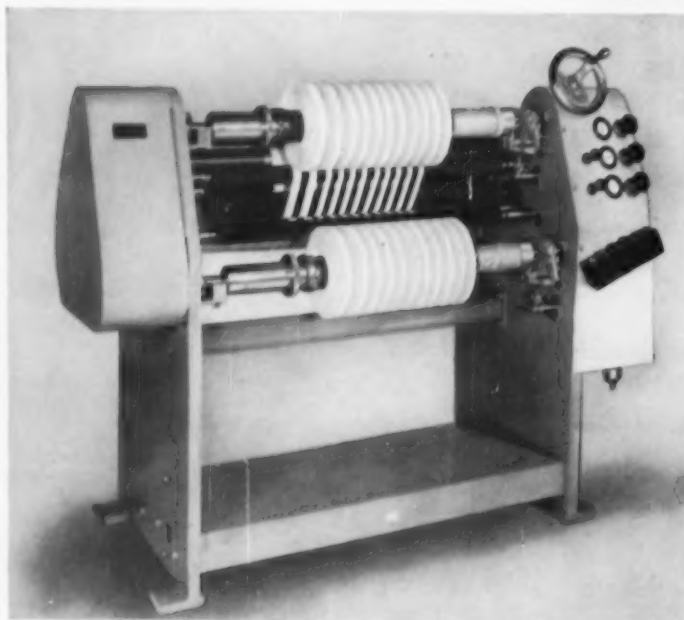


The lithographed roast revolves on the spit, as the amateur cooks toast their efforts... Design by Charles Noel, for National Distillers Products Corp. Art by Peter Stevens
Honorable Mention—Motion Displays



This display is notable for its fine photography and color, is printed in Spanish for Mexican born prospects... Design for Lone Star Brewing Company. Photograph by Tom Kelly
Honorable Mention—One-plane Displays

THE NEW IMPROVED... DUSENBERY



SHEAR CUT AND RAZOR BLADE SLITTER

MODEL 635

for

**FILM • TAPE
FOIL • PAPER**

**MODEL 635
WIDTH 32"—42"—52"
CORE SIZES AVAILABLE
1" THROUGH 6"**

MINIMUM SLIT WIDTH 1/4"

**SPEEDS 1,000 FPM
(Depends on machine widths,
slit materials and drive)**

**TYPE 635 AB
REWIND 13 1/2" UNWIND 18"**

**TYPE 635 AC
REWIND 18" UNWIND 30"**

**TYPE 635 AF
REWIND 18" UNWIND 42"**

**TYPE 635 AH
REWIND 24" UNWIND 42"**

**All machines can be supplied
with our Model 704 Unwind
Stand featuring precise web
guiding and air operated ten-
sion controls.**

See Bulletin 704

This machine utilizes the latest technique in slitting plastic film, laminated foil, tape, glass cloth and paper. It has been thoroughly tested by the largest producer of plastic film and is now being used in their plants.

While used for large scale production slitting, several of our customers are now using the Model 635 in their engineering departments and laboratories for slitting and rewinding new materials in small production runs, because of its versatility.

The Model 635 can be supplied as either shear cut or razor blade or both. Change over from shear cut to razor blade cut can be done in a matter of minutes, therefore allowing complete flexibility.

All tension controls on the unwind and rewind are air operated to determine the optimum running conditions for a given material, and to enable your people to repeat machine settings without guess work.

JOHN DUSENBERY COMPANY, INC.

275 GROVE AVENUE, VERONA, N. J.

Tel: Verona 8-3915

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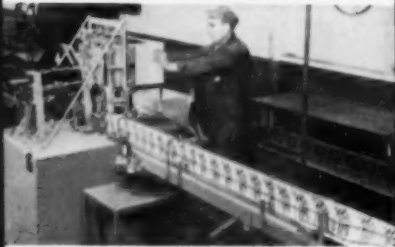
**SLITTERS, WINDERS, CONSTANT TENSION UNWINDERS, KNIVES, LEVERS, SLEEVES
SPECIAL CONVERTING EQUIPMENT DESIGNED TO MEET YOUR PRODUCTION PROBLEMS**

TYPICAL INSTALLATIONS

PRUNES



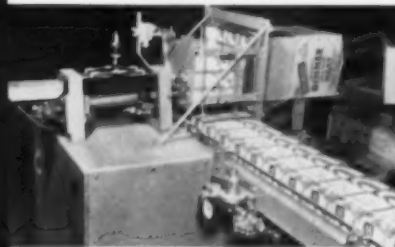
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FOOD MACHINERY AND CHEMICAL CORPORATION

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Please send me more information on the "Sure-Way" Package Caser:

Name _____	Position _____
Company _____	
Address _____	
City _____	Zone _____ State _____
Product (s) _____	

It's Here!

Biggest advance in continuous, high-speed automatic casing

SURE-WAY

PACKAGE CASER

...an entirely new concept of automation
applied to packaged product casing

Tried—Tested—Proved—The "Sure-Way" Package Caser has fast become first choice wherever low-cost, automatic, high-speed casing is required. It passes every test for performance and versatility with its gentle, near-human handling of scores of package types and sizes. On frozen foods, cake mixes, rice, sugar, beans, cereals, oleomargarine, bar soap, powdered soaps and detergents, cosmetics, small packaged machine parts—on virtually any product packaged in a rigid or semi-rigid container, or product that takes a rigid shape—the "Sure-Way" leads the casing field! Speeds up to 240 packages per minute in continuous operation with only one operator! Change parts available to accommodate a variety of package sizes and casing patterns within certain ranges. Send the coupon for all the facts.

The versatile, low-cost "Sure-Way" cases a wide variety of package weights, sizes and arrangements.



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Canning Machinery Division

General Sales Offices:
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*The outward
sign of
inward value*

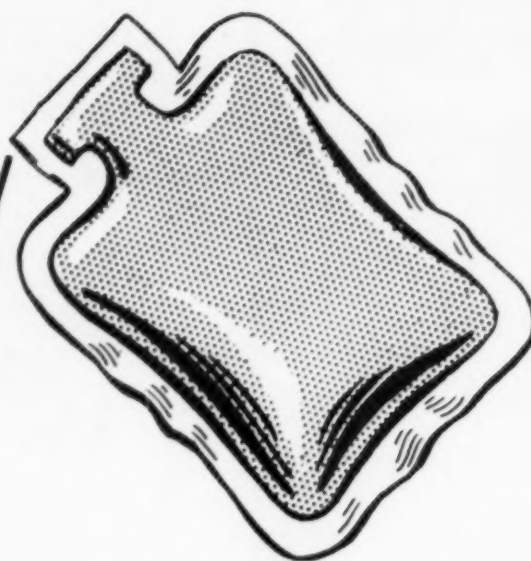
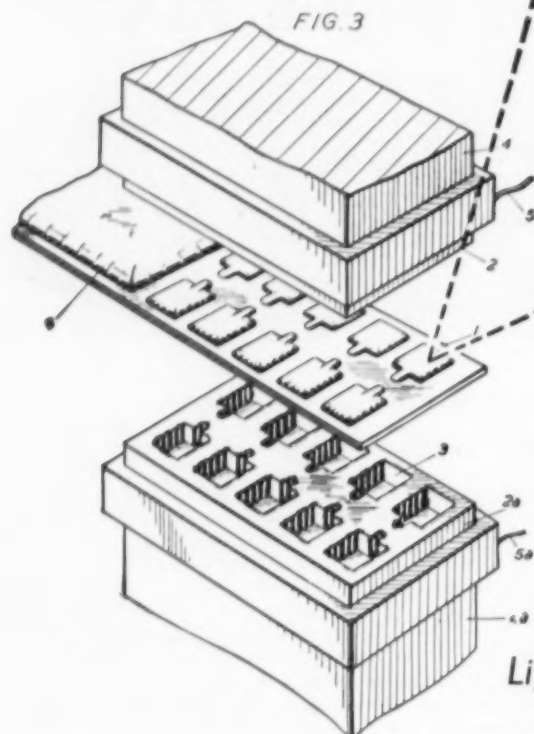
THE **RADO** PACK

BRITISH PATENT

No. 673,813

15th OCTOBER, 1947

PATENTS IN OTHER COUNTRIES
AND FURTHER PATENTS PENDING



Efficient

Very economical

Safest in distribution

Simplest, most convenient

Attractive, Displays the product

Lightest, easiest to pack, Unbreakable

ALL the advantages of Unit Packaging are embodied in Packs produced by the RADO SYSTEM—based on the RADO patents—the only fast, efficient way of producing such packages. Further interesting developments pending ; ask for details NOW !

We will pack YOUR product in packages of YOUR own design, decoratively emboss them to YOUR wishes, print them attractively to YOUR requirements. Almost ANY kind of liquid, semi-liquid or pastelike product can be successfully packaged by the RADO SYSTEM.

PACKAGING SERVICE STATIONS IN MANY COUNTRIES

RADO
PACKAGING SYSTEM

TECHNOPOL LABORATORIES LTD

Tel : CLerkenwell 9452-9453 212 St. John Street, LONDON, E.C.1, England Cables : Telabor, London

British Patent Nos. 599,174, 599,183 and 675,073

U.S.A. Patent Nos. 2,530,400 and 2,517,027

PATENTS IN 34 OTHER COUNTRIES AND FURTHER PATENTS PENDING



For details of
P. F. Beauty Cote
see next page...

P.F.

beauty cote



**It's
what
you
put on
that
counts!**

THE PERFECT FINISH FOR COATED STOCKS!

- gives high super-lustre!
- grease proof!
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- alcohol proof!
- won't chip, crack or peel!
- scuff proof!

P. F. Beauty Cote gives printed pieces a flexible, longer-lasting coating! Steps up sales appeal! Raises color-brilliance to a new, all-time high in beauty! It's the perfect finish for coated-stock labels, packages, brochures, booklets, folders, catalog covers, menus, car cards, displays and die-cut novelties!

Send us your flat sheets or have our representative call on you.



PRINTERS' FINISHING

AND MANUFACTURING CO., INC.

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Behind this

WORLD-FAMOUS LABEL

Budweiser—the largest-selling beer in history—is made by the finest brewing process on Earth. Backed by the ideals and traditions of four generations, every step is safeguarded—for quality of product, for attractive packaging, for safe delivery to the consumer.

Arabol is proud to be a member of the team of firms serving Anheuser-Busch, Inc. We are proud that Arabol Ictite Adhesives—made to the brewer's own most rigid specifications—are used to hold these famous labels in place, whether the bottles are dry or iced.

The Brewing Industry is one of a hundred in which Arabol is privileged to serve the leaders. Out of 70 years of pioneering—with 10,000 adhesives formulas developed in our five laboratories

—Arabol Adhesives for a thousand end uses are in steady demand.

Somewhere in your business you use adhesives. Somewhere near your place of business there is one of Arabol's twelve plants and warehouses ready to serve you.

We invite the opportunity to submit samples for you to test in your own plant—under your particular working conditions—for your specific requirements, whatever their nature. That is the one kind of testing that assures you of satisfactory results. Your inquiry to Department 36 will bring a prompt response.

THE ARABOL MFG. CO. . . . a nationwide organization serving major users of industrial adhesives
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ADHESIVES ? ARABOL !

★ ADHESIVES ? ARABOL ! ★

70

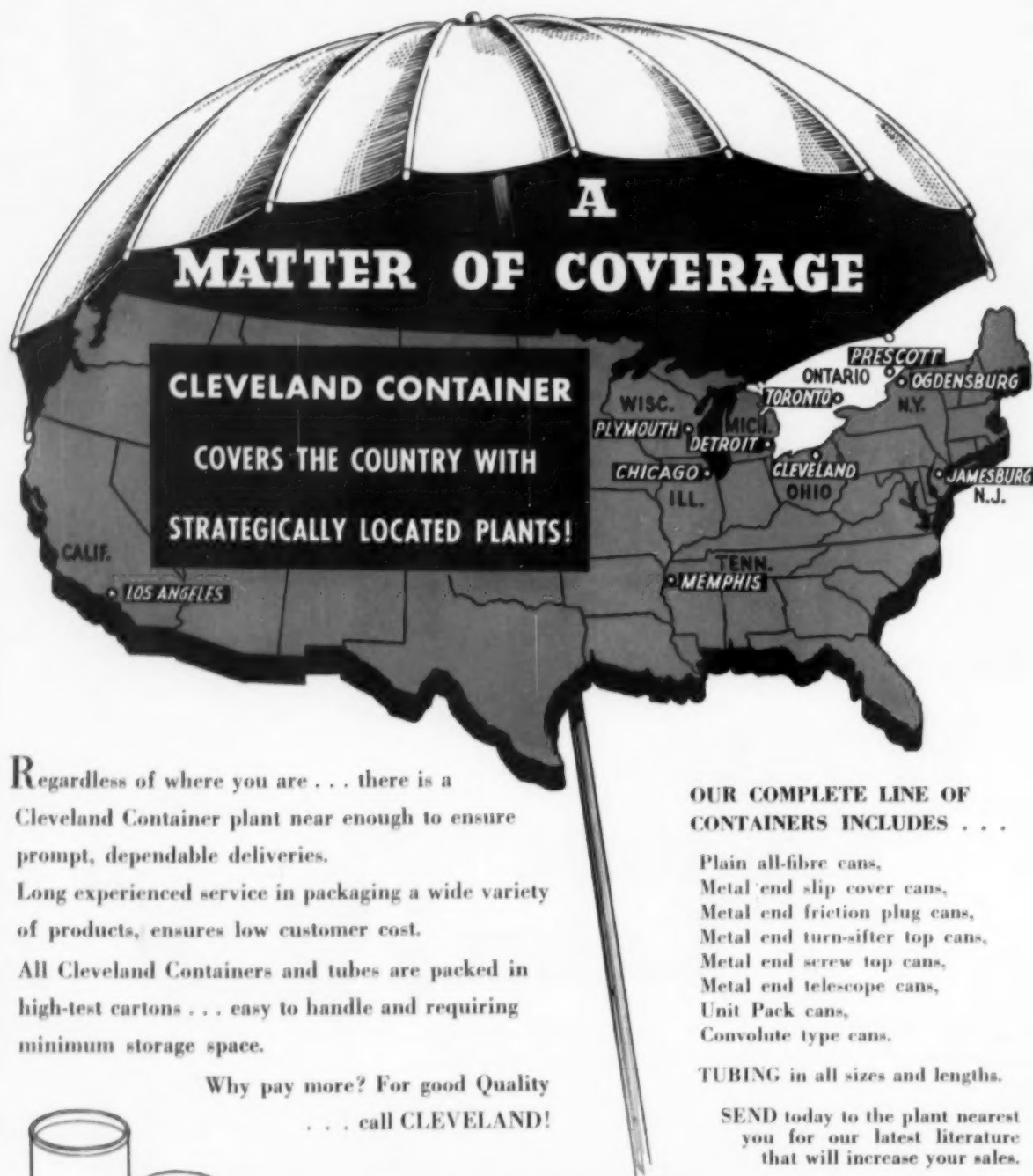
YEARS OF PIONEERING IN
THE MAKING OF ADHESIVES



ARABOL

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Regardless of where you are . . . there is a Cleveland Container plant near enough to ensure prompt, dependable deliveries.

Long experienced service in packaging a wide variety of products, ensures low customer cost.

All Cleveland Containers and tubes are packed in high-test cartons . . . easy to handle and requiring minimum storage space.

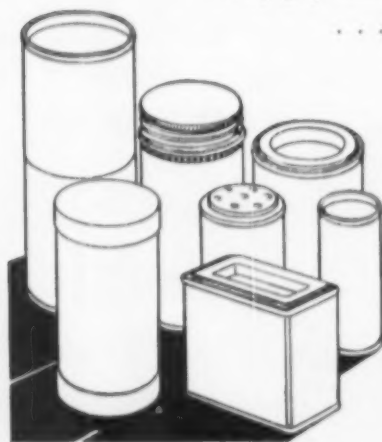
Why pay more? For good Quality
 . . . call CLEVELAND!

OUR COMPLETE LINE OF CONTAINERS INCLUDES . . .

Plain all-fibre cans,
 Metal end slip cover cans,
 Metal end friction plug cans,
 Metal end turn-sifter top cans,
 Metal end screw top cans,
 Metal end telescope cans,
 Unit Pack cans,
 Convolute type cans.

TUBING in all sizes and lengths.

SEND today to the plant nearest you for our latest literature that will increase your sales.



THE

CLEVELAND CONTAINER COMPANY

6201 BARBERTON AVE., CLEVELAND 2, OHIO

• ALL-FIBRE CANS • COMBINATION METAL AND PAPER CANS • SPIRALLY WOUND TUBES AND CORES FOR ALL PURPOSES

CLEVELAND CONTAINER CANADA, LTD.

Plants & Sales Offices: TORONTO AND PRESCOTT, ONT. Sales Office: MONTREAL

PLANTS AND SALES OFFICES:

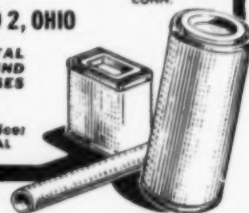
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DETROIT
CHICAGO
MEMPHIS
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PLYMOUTH, WIS.
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OGDENSBURG, N. Y.

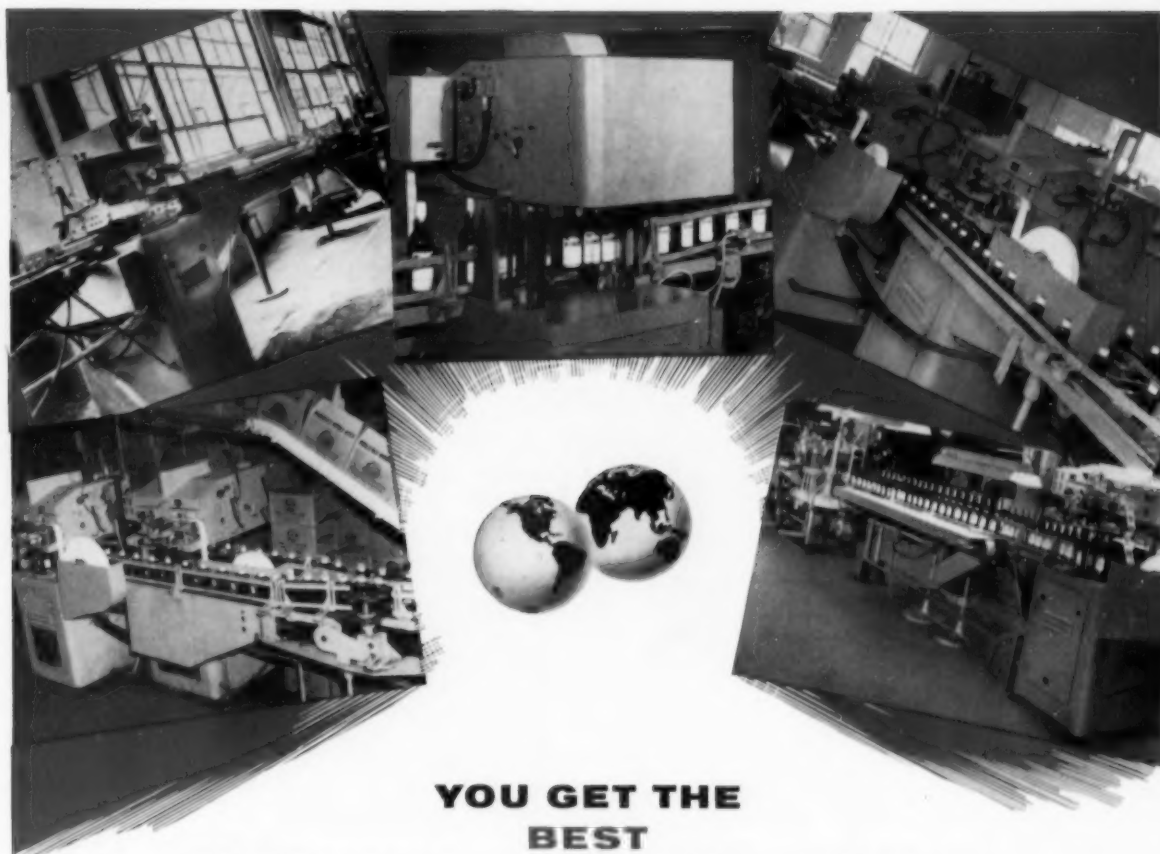
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ABRASIVE DIVISION
CLEVELAND

SALES OFFICES:

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**YOU GET THE
BEST
AUTOMATIC CELLULOSE BANDING
IN THE
WORLD**

WORLD Automatic Cellulose Banding Machines are out on the job, replacing hand application, putting on daily demonstrations that prove automatic banding to be as precise, dependable, time and labor saving as WORLD automatic labeling.

WORLD Banders take the banding material in its most economical form — in rolls. No missed containers. No upside down bands. Banding material in roll form is simpler to handle than individually cut bands.

WORLD Banders apply plain bands of various diameter, printed bands and precisely spotted bands. They come in models to produce 75, 150 or 225 per minute. Banding, like labeling, becomes a fully automatic, high production, low operating cost element in modern packaging. Are you taking advantage of it? If not, let us submit recommendations and estimates on *the best Bander in the WORLD for you.*



ECONOMIC MACHINERY COMPANY

48 FREMONT STREET, WORCESTER 3, MASSACHUSETTS

Division of Geo. J. Meyer Manufacturing Co.

CUDAHY, WISCONSIN, U. S. A.

NOBODY HAS AS MUCH EXPERIENCE AT MOLDING POLYETHYLENE AS

TUPPER!

The logical molder for you to consult regarding that product or package of yours which is to be made of polyethylene is Tupper. Tupper has done more than any other molder to make molded polyethylene a practical reality.

Aside from having designed, patented, and promoted successful seals, closures, and dispensers for polyethylene containers, the Tupper Corporation has vast experience in *every phase* of polyethylene packaging and polyethylene injection molding. This experience will be of major importance in improving your product, in reducing your costs, when Tupper goes to work for you.

Tupper's combination of experience, technical ingenuity, and the most modern equipment is at your service for the custom molding of your product in polyethylene. You can do no better than the best ... and the best at molding polyethylene is Tupper!

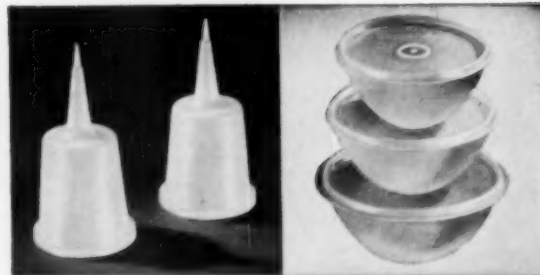
TUPPER!
TRADE MARK

TUPPER CORPORATION

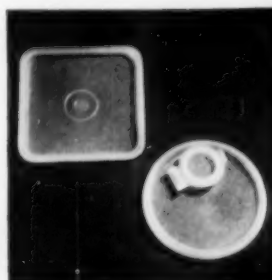
Manufacturers of — CONSUMER, INDUSTRIAL,
PACKAGING AND SCIENTIFIC PRODUCTS

Factories, Laboratories and Sales Offices:
Farmingtonville, Conn., Orlando, Fla., L'Epiphanie, P.Q.
Showrooms: 225 Fifth Ave., N. Y. C.

Address all communications to: Dept. MP-10



Tupper Seals are air and liquid-tight flexible covers. The famous Pour All and Per Top covers are designed for easy dispensing. They are made in sizes to fit all Tupperware containers.



When equipped with Tupper Seals, Tupper Canisters, Sauce Dishes, Wonder Bowls, Cereal Bowls and Funnels in various sizes are the most versatile reusable containers you have ever seen.





ESTERDAY...

TODAY...

...TOMORROW

JOHNSTON

FOILS

PURE ALUMINUM
TIN LEAD
COMPOSITION
TIN AND LEAD

...WERE...ARE...AND ALWAYS WILL BE
MADE TO HIGH STANDARDS OF QUALITY
TO MEET THE DEMANDS OF THE TIMES...

SINCE 1889...

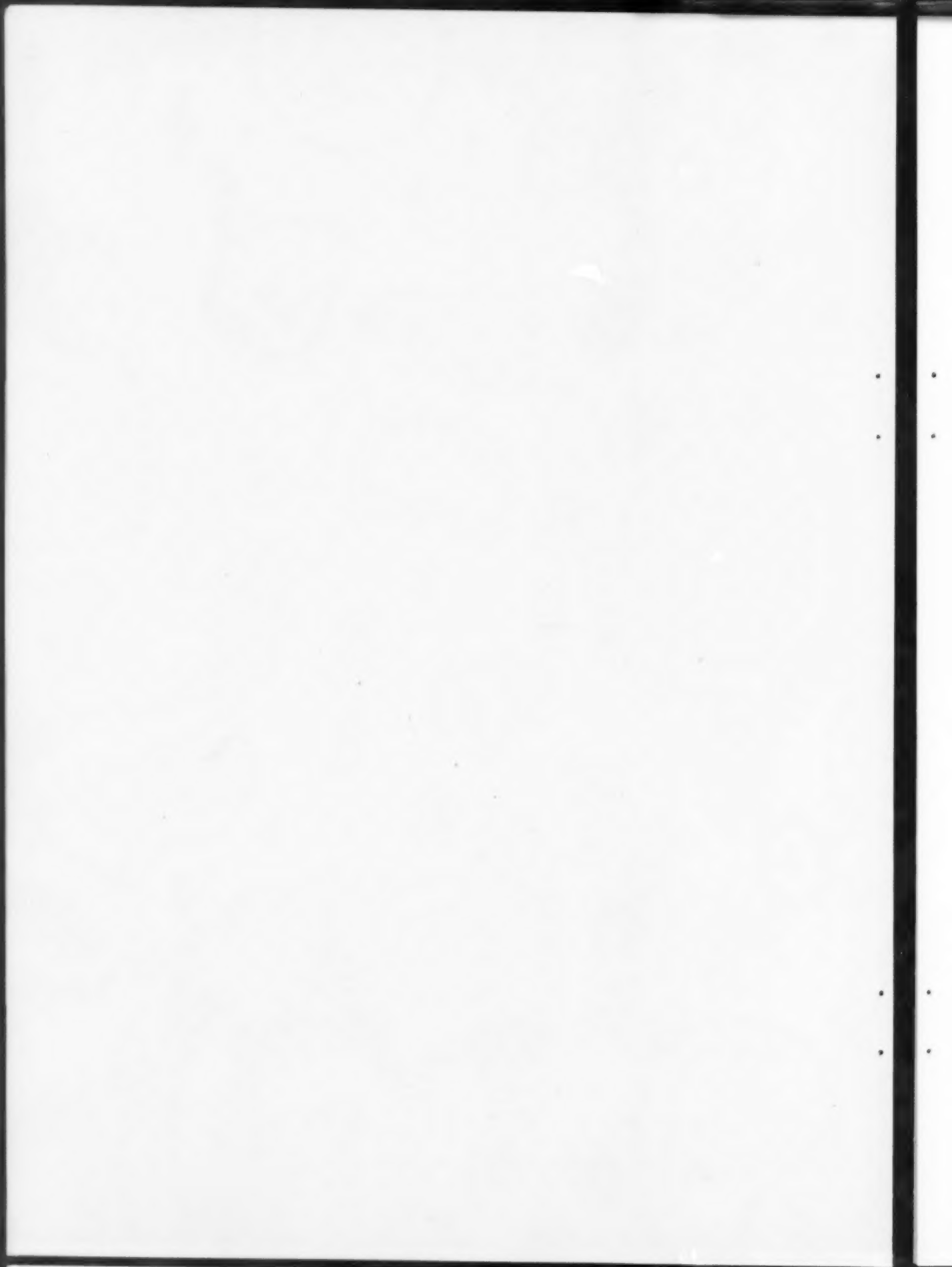
What are YOUR Needs?

JOHNSTON FOIL MANUFACTURING CO.

ST. LOUIS 31, MO.



SALES	608 SOUTH DEARBORN.....CHICAGO, ILL.	CO 495	TELETYPE- WRITER NUMBERS
	24 EXCHANGE PLACE.....JERSEY CITY, N. J.	JCY 791	
	633 SOUTH LA BREA AVE.....LOS ANGELES, CAL.	LA 1855	
	7446 VINE STREET.....CINCINNATI, O.	CI 225	
OFFICES	3415 WESTMINSTER.....DALLAS, TEXAS		
	4016-6296 S. BROADWAY.....ST. LOUIS, MO.	SL 369	



how to Show-Case your products...
and Step-Up your sales with

VLCHEK Plastic Boxes

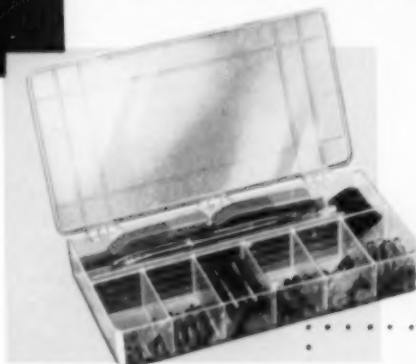
Display your products better and they'll move faster. Attractive Vichek Plastic Boxes "show-case" products and increase sales. They protect and enhance, actually add extra value, promote impulse sales and multiple selling of related items.

There's a Vichek Plastic Box for virtually every application: food, cosmetics, hardware—even soft goods. Vichek Plastic Boxes are made in eight standard sizes with 548 different compartment arrangements. Special boxes are also available—often at stock box economy.

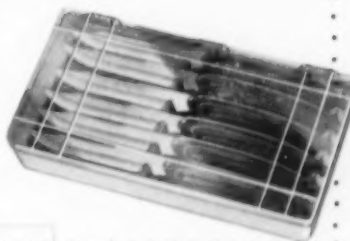
Proper packaging promotes profits. Our packaging specialists will be glad to show you how.



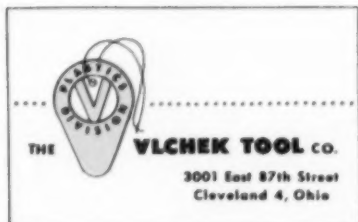
Packaged parts sales increase through the use of standard Vichek Plastic Boxes to hold lawn mower parts. The manufacturer says: "We have had many compliments from our customers and definitely feel that we have expanded our sales of these parts..."



Alert office materials' merchandisers find that Vichek Boxes help sell more supplies more conveniently. Box holds pens, pencils, paper clips, tacks—as many as ten different items. Completely transparent, it provides multiple selling at a glance. Highly durable for long life, very compact for space economy.

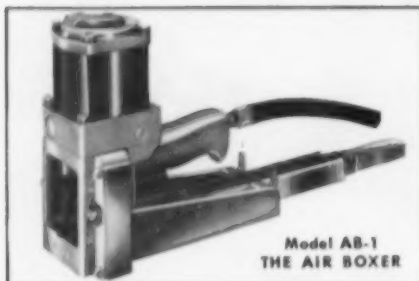


The extra "sizzle" that sells more steak knives—that's what a cutlery maker finds in using Vichek Boxes. Box holds six knives securely in place, serves as point-of-purchase attention-getter and sales clincher. Open or closed, knives remain in view. After sale, box serves as safe, permanent place to store knives.



staple your cartons
from the outside
after they're filled

with
International Staplers



Model AB-1
THE AIR BOXER

It's lighter . . . it's faster . . . it costs less!
International's AIR BOXER is ideal for fast efficient closure of all corrugated or fibre board cartons after they have been filled. Revolutionary new 2-cycle motor drives and retracts through the entire stapling cycle—permits a lighter weight, highly efficient stapler. Only 8 lbs. 12 oz.—is easier to handle, reduces fatigue, increases carton closing speed.

Solve difficult carton closing problems

International Staplers are ideal for hundreds of difficult carton closing applications. Whether you pack bicycles or beds, kitchen cabinets or beauty creams, aluminum windows or coils of heavy wire, there's an International Stapler to fit your needs.

They are easy to install and are easily adapted for different packaging operations. Conforms to Rule 41 requirements; they operate quickly and efficiently, don't tire the worker, and staples hold securely, even when shipped around the world.

Maintenance costs are low, and they do the job when all other methods such as glue and tapes fail.

Remember, International Staplers can close tops and bottoms of cartons simultaneously—after the cartons are filled. Standard units will close up to a thousand cartons per hour. There is a model to fit your exact packaging needs. Contact your nearest International dealer or write for details on how to solve your packaging problems, reduce your packaging costs.



PACKAGE FOR PROFIT. USE INTERNATIONAL STAPLERS FOR FASTER, FINER CLOSURES.

International Staplers

806 East Herrin Street, Herrin, Illinois

Distributors in principal cities

PROTECTIVE'S

DRUM LINERS

★ BAGS

★ CARTON LINERS

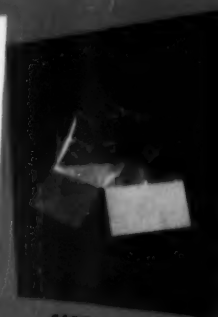
... all styles, all sizes,
produced with fine materials:
Polyethylene, Vinyl, Laminates
and other flexible films —
all at surprisingly LOW PRICES!



DRUM LINERS



BAGS



CARTON LINERS

**Double-Seal Guaranteed Safety...*

SUCCESS!

"TWIN-SURE" DOUBLE-SEAL

straight bottom liners

"POWER-SEAL"

round bottom liners

... originated and
manufactured by the pioneers
in plastic liners for
steel drums, fibre containers,
cartons and boxes ...
successfully tested and proven
satisfactory for protective
packaging by many of
America's leading
manufacturers, processors
and laboratories.

... here are just a few
users of protective liners:

Allied Chemical & Dye Corp.
The Dardas Company
Brookhaven National Laboratories
C-G-TWO Fire Equipment Company
E. I. duPont de Nemours & Co.
Endicott Johnson Corp.
General Electric Company
McKesson & Robbins, Inc.
National Lead Company
Chas. Pfizer & Co., Inc.
Swift & Company
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W. S. Overmanette Corp.

Guaranteed Satisfaction
Free Consultation
Free Samples

Write Dept. MP-105

PROTECTIVE LINING CORPORATION

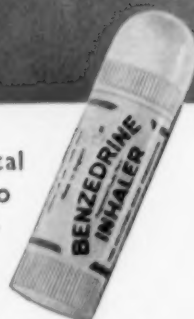
GENERAL OFFICES AND PLANT: 22 WOODHULL STREET, BROOKLYN 31, NEW YORK

John Dale OF ENGLAND

for quality containers



Collapsible tubes, metal
containers, closures to
your exact specifica-
tion—and made with
p-r-e-c-i-s-i-o-n



AGENTS IN INDIA

HOARE MILLER &
COMPANY LIMITED,
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P.O. BOX NUMBER 63,
CALCUTTA, I.

JOHN DALE
LIMITED

EYE APPEAL?

YOU

BET



Eye appeal, that indefinable something that stops the on-looker, catches the imagination, **MAKES THE SALE!**

For maximum eye and sales appeal, the EMENEE COMPANY, leading toy manufacturer, markets its Golden Piano Accordion in this striking "COLOR-PAK" display and carry carton.

Assure your product eye and sales appeal on the retail shelf. Display it in a "COLOR-PAK" carton — available in a variety of attractive colors and designs. Call or write today. One of our sales representatives will call at your convenience.

Over 40 years of packaging America's foremost products

GRAND-CITY CONTAINER CORPORATION

2001 TONNELLE AVENUE, NORTH BERGEN, N. J.

LONGACRE 4-1515 • UNION 5-4400

There's a **PLAX** Package for products that need the **SOFT** touch

Soft, warm feel of the Plax bottle makes it ideal for products that must be used with care and delicacy. The surface can be smooth, pebbled, frosted and embossed in almost any design. Choice of colors and shape is almost unlimited.

You can select the best dispensing method for your product from more than 50 different fitments — spray, drop-by-drop, direct application or controlled pouring. What's more, lightweight Plax bottles can save you hundreds of thousands of dollars in shipping costs. Consult Plax for the best in convenience packaging.

PLAX CORPORATION

P. O. Box 1019, HARTFORD, CONNECTICUT

IN CANADA: Plax Canada, Ltd., Montreal and Toronto



PLAX

In plastic bottle packaging, only Plax offers continuous research, complete design service, and long experience.

They threw two curves at us

on this job!



Looks like Mrs. Damar's new "Water Broom" is well on its way to sweeping the market.

And this shipper-display designed and produced by Gair makes a fine travelling companion. The container does a twofold job: (1) It protects the product in transit, and (2) it stands up and sells the "Water Broom" in the store.

Not a simple job to design, by the way. That double curve makes the Broom easy to use, but wrapping six of those awkward shapes in a container was a king-size headache. Our designers found the answer, however, in this compact, durable corrugated container. Flaps fold back and are locked in position by the separate display card, quickly turning the container into a commanding floor display.

Dealers like this display because it's light, easy to handle and gets a lot of work out of little floor space. Colorful, top-quality printing on the clay-coated surface adds extra impact, draws shoppers' eyes.

If your product has to go places and meet people, let Gair experts try their hand at improving the container it wears — might as well get the most for your money, like Mrs. Damar. Call your nearest Gair office.

YOU'RE LIVING NEXT DOOR TO THE EXPERT

GAIR CONTAINER PLANTS: Atlanta, Ga. • Cambridge, Mass. • Cleveland, Ohio • Holyoke, Mass. • Jackson, Miss. • Los Angeles, Cal. • Martinsville, Va. • New Orleans, La. • No. Tonawanda, N.Y. • Philadelphia, Pa. • Plymouth, Mich. • Portland, Conn. • Richmond, Va. • Syracuse, N.Y. • Teterboro, N.J.



GAIR

SHIPPING CONTAINERS • FOLDING CARTONS
PAPERBOARD • KRAFT BAGS AND WRAPPINGS

ROBERT GAIR COMPANY, INC. • 155 EAST 44TH STREET • NEW YORK 17, N.Y.

SC 5.16

When you think of saving... think of TAPE!

Famous "SCOTCH" Brand Cellophane Tape is a time-saving, money-saving tool all over the plant! It's crystal-clear and sticks at a touch. Use it for holding, sealing, joining, protecting—any of a thousand different jobs. What's more, you can get even greater versatility and economy from "SCOTCH" Brand Cellophane Tape with dispensers that turn manual jobs into production line operations. You count the cost in pennies; figure the savings in dollars.

Always specify "SCOTCH" Brand, the quality tape... and stick with it!



CELLOPHANE TAPE

...one of more than

300 Pressure-Sensitive Tapes

for industry, trademarked...

REG. U. S. PAT. OFF.

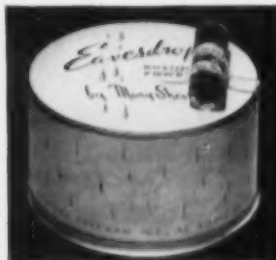
SCOTCH

BRAND

Look what you can do with it!



SEAL boxes quickly, easily, economically with "SCOTCH" Brand Cellophane Tape and Type M Box Sealer. Sealer automatically applies strip of tape over box end and bottom; cuts it off.



HOLD premiums or "deal" items to package with short strips of "SCOTCH" Brand Cellophane Tape. Tape sticks at a touch; stays on. Definite-length dispensers speed application, stop tape waste.



BAND two products together. Crystal-clear "SCOTCH" Cellophane Tape does not obscure label printing; "easy unwind" of roll makes application safe for brittle or easily broken products.



FREE FOLDER contains ideas and suggestions for saving money with "SCOTCH" Cellophane Tapes. Write on your letterhead to Minnesota Mining and Mfg. Co., St. Paul 6, Minn., Dept. EA-105

The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Co., St. Paul 6, Minn.
Export Sales Office: 99 Park Ave., New York 16, N.Y. In Canada: P. O. Box 757, London, Ontario.



Looking for...



LOW COST

HEAT-SEAL CELLOPHANE BAGS?

...then look to

Simplex

LOW COST INVESTMENT!

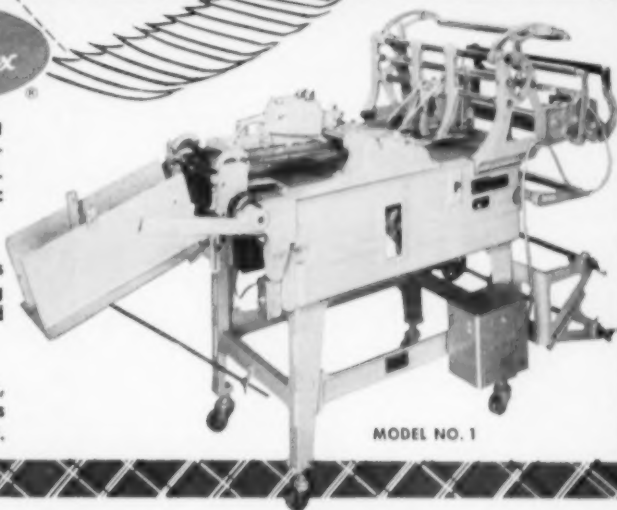
—Standard Simplex Cellophane Bag Making Machines, crimp or folded bottom, cost around \$2,000 (plain bags). Send samples or bag sizes for specific quotation.

LOW COST ATTACHMENTS!

—Exclusive, low cost Simplex attachments convert standard Simplex Cellophane Bag Making Machines to almost any desired bag making need.

LOW COST OPERATION!

—Simplex engineering assures automatic, high speed heat-seal bag production, less change-over time and reduced labor cost.



MODEL NO. 1

With low cost, exclusive attachments, one Simplex machine will do the work of several, including tear tape application, crimping, heat-seal labeling, etc. And the Simplex heat-seal action eliminates your glueing problems. Whatever your requirements—plain or printed stock, single or duplex walls, folded or crimp bottoms, cellophane, Pliofilm, glassines, heat-sealable foils or similar heat-sealing materials—look to the completely versatile Simplex Cellophane Bag Making Machines for the low cost answer to your high speed bag making problems. For new bulletin SPM-533, write to Simplex Packaging Machinery, Inc., 534 23rd Ave., Oakland 6, Calif., Dept. MP-10.

Check with Simplex for your bag and packaging needs...Other Simplex models for polyethylene bags...scrim and barrier bags and pouches...semi-automatic filling machines and top sealing machines...Simplex-O-Matic for automatic bag making, filling, weighing or measuring, and sealing. For details write to Dept. MP-10.

Simplex Model No. 1, Standard folded bottom bag machine costs about \$2,000, including installation (plain bags). Up to 4,000 heat-seal folded bottom bags per hour. Bag widths from 1½" to 9", lengths from 1½" to 16". Flat or tube, plain or printed stock, flat or gusset, single or duplex wall bags. Electric Eye and other attachments optional at extra cost.

FOREIGN SALES
OF SIMPLEX PACKAGING MACHINERY, INC.

NOW HANDLED BY
FMC EXPORT DIVISION
P. O. BOX 760
SAN JOSE, CALIFORNIA, U. S. A.

Simplex

SIMPLEX PACKAGING MACHINERY, INC.

534 23rd AVENUE, OAKLAND 6, CALIFORNIA

REPRESENTATIVES IN ALL PRINCIPAL CITIES



SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION



Plastic **COSMETIC CONTAINERS**

AIR-INSULATED

The inner bowl and outer shell of Colt-molded polystyrene containers are separated by an insulating air space. This exclusive Colt construction retards separation of the ingredients in the contents; minimizes losses due to deterioration and poor appearance of the product packaged.

FEATHERWEIGHT

The light weight of these containers cuts shipping costs for the packager. It also gains additional acceptance with traveling people who appreciate less weight in their luggage.



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PLASTICS DIVISION • COLT'S MANUFACTURING COMPANY • HARTFORD 15, CONN.



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Your
product
working



Colorcast
DRUM FINISHED

L A B E L



MADE ONLY BY THE CHAMPION PAPER AND FIBRE COMPANY • HAMILTON, OHIO





Spotlight YOUR Products

Keep *YOUR* products moving from retail shelves to the home kitchen . . . by using labels and/or matching box wraps of Colorcast Drum Finished paper. Its clear, brilliant, fast to light colors provide the impact you need for modern selling.

Available in White, Christmas Red, Christmas Green, Canary Yellow, Patent Leather Black, and Royal Blue. Sample swatch on request to our Advertising Dept.

Colorcast is manufactured by
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THE CHAMPION PAPER AND FIBRE COMPANY

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For All Packaging and Production Needs



GROW WITH
AVISCO*
CELLOPHANE

It's our business to help your business grow! With cellophane. With new ideas. With the kind of personal service that helps you get the most out of cellophane packaging, in sales and profits. Write or telephone Film Division, American Viscose Corporation, 1617 Pennsylvania Blvd., Philadelphia 3.

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Specify **PAMARCO** ground finished **ROLLS**

-precision made by experts
to the most exacting specifications

EVENFLO
FLEXOGRAPHIC
INKING
ROLLS

no-flex
FLEXOGRAPHIC
PLATE
ROLLS

PAMARCO
ROTO-
GRAVURE
ROLLS

PAMARCO
RUBBER
COVERED
ROLLS

PAMARCO
PLAIN
STEEL
ROLLS



All Pamarco rolls are manufactured to the highest precision standards. Continuous checking during manufacture and a thorough final inspection upon completion guarantee absolute concentricity and adherence to the most detailed specifications.

Engraved surface meters ink automatically, makes time-consuming adjustments unnecessary. Save time, ink and rejects. Also recommended for applying all types of coatings by rotogravure.

Can't flex or whip, assure perfect impressions on every run. Tubular construction reduces weight, tests stronger than solid steel. Ground finish to exact specifications.

Accurate core or base cylinders for rotogravure process reproduction. Recommended for long service in continuous printing production. Each roll carefully inspected prior to shipment.

Cores by Pamarco for rubber covered rolls are supplied for every industrial application. All cores are machined from the finest grade shafting and ground finished by expert mechanics.

Precision ground plain steel rolls by Pamarco can be supplied for every industrial purpose. All sizes and shapes are made by Pamarco to exact specifications including finishing to desired tolerance.

PAMARCO ROLLS ARE AVAILABLE FOR EVERY
PRODUCTION AND PROCESSING PURPOSE INCLUDING

LIGHT DUTY ROLLS	ENGRAVED ROLLS
TUBULAR ROLLS	HEAVY DUTY ROLLS
CHILL ROLLS	WARM SURFACE ROLLS
IDLER ROLLS	CHROME PLATED ROLLS
RUBBER COVERED ROLLS	

PAPER MACHINERY & RESEARCH, INC.

Depend on the **ROLLS** **PRESS BUILDERS USE!**

Most modern presses are equipped at the factory with **EVENFLO** and **No-Flex** Rolls. Look for this sign of extra dependability on your new aniline presses. Your press builder will gladly supply data on **Evenflo** Rolls. Ask for the facts, today!

1014 OAK ST., ROSELLE, N. J.

**Engineered
Protection
For You...**

NOW...

**a production line with built-in versatility
to meet changing market requirements for your products**

Protection... against changing package sizes or number of packages per carton. A Bartelt machine can be adjusted to produce a variety of sizes and combinations of packages such as those illustrated at the right.

Protection... for your product. Pouches can be made from inexpensive webs or the finest barriers using laminated stock depending on product shelf-life requirements.

Protection... against high labor costs. Completely automatic from roll stock to finished carton.

Protection against machine production losses. Bartelt machines are built to machine tool precision from the highest quality materials.

Write today for information on the Bartelt Packaging Line!



**1 POUCH
PER CARTON**



**2 POUCHES
PER CARTON**



**4 POUCHES
PER CARTON**



**3 POUCHES
PER CARTON**

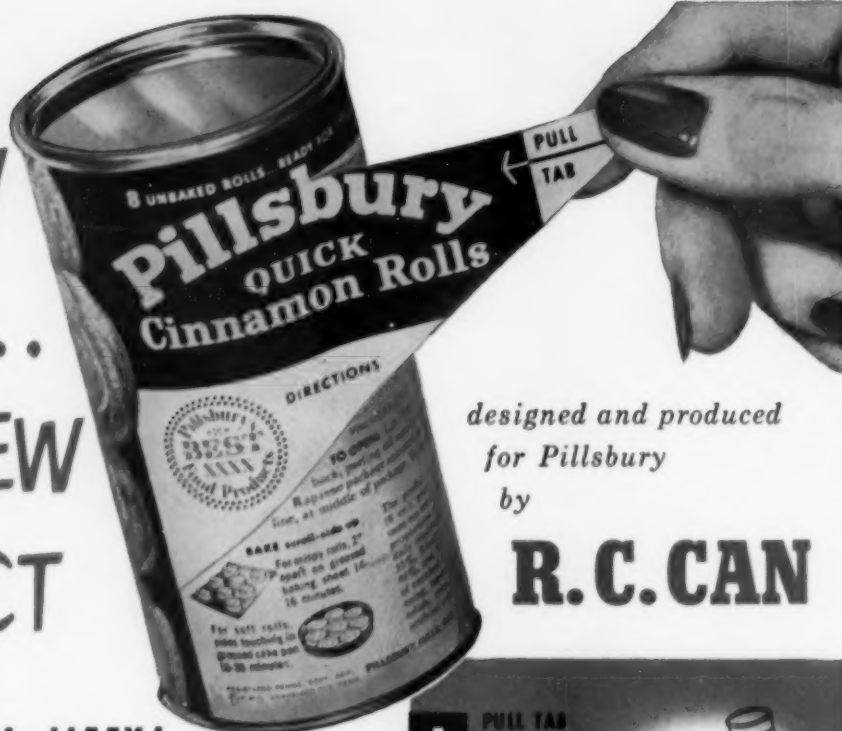
BARTELT ENGINEERING CO.

**1900 HARRISON AVENUE
ROCKFORD, ILLINOIS**

New York Office 370 Lexington Ave.

"Machinery for Creative Packaging"

A NEW CAN... FOR A NEW PRODUCT



designed and produced
for Pillsbury
by

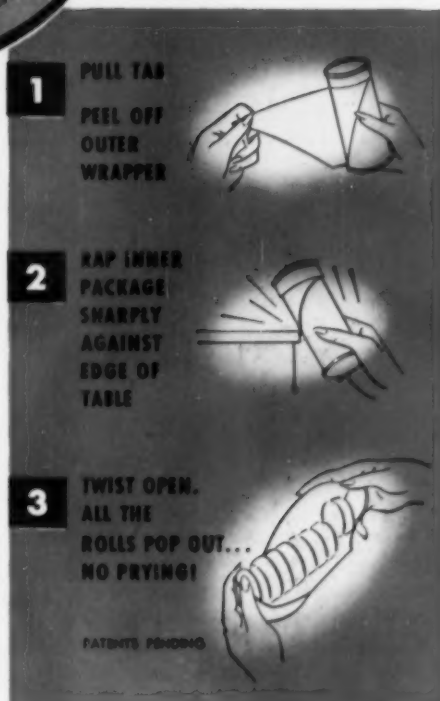
R.C. CAN

OPENS IN A JIFFY! EMPTIES ENTIRE CONTENTS!

Pillsbury wanted a new package for their biscuits and new cinnamon rolls... R. C. Can produced it, and are currently manufacturing cans for both products in great quantities.

The package had to be (1) simple enough in design to open easily without the use of any tool, (2) strong enough to hold more pressure than an auto tire, (3) efficient enough to discharge the *entire* contents quickly and easily, and (4) sealed well enough to reach the home kitchen-fresh as the day it was packed.

The Easy-Open Pull Tab Container has a double-foil moisture and grease barrier—the foil lining and the foil label. It opens in a wink... pull the tab, rap the package on the table edge—it's open! Completely, too! No rolls in the ends to pry out.

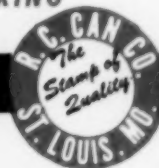


ANOTHER PACKAGING PROBLEM SOLVED BY R.C. CAN-GINEERING

R·C· CAN COMPANY

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Branch Factories: Arlington, Tex.; Rittman, O.; Turner, Kans.



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*for the growing
foil industry ...*



Foil Mill Completed 1950

Foil Stock Mill Completed 1953

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SALES OFFICES: NEW YORK, NEW YORK, CHICAGO, ILL.

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MEMPHIS, TENNESSEE, KANSAS CITY, MO.

ALUMINUM FOILS, INC. IS A DIVISION OF THE ALUMINUM COMPANY OF AMERICA



EG
PENG

CL

Just a bantamweight



*.....but does a
heavyweight's job*



Clearsite Plastic Containers are about 1/5 the weight of glass

- Get feather-light Clearsite Plastic Containers into your corner and you'll "KO" the problem of shipping costs. You'll score a victory over breakage too with these strong, shatter-proof containers. Clearsite doesn't pull any punches when it comes to variety. The selection of sizes, shapes, closures and colors is almost infinite. Any trademark or label can be multi-color printed right on the containers.

Write for free samples and descriptive literature.

CELLUPLASTIC CORPORATION

GENERAL OFFICES, 50 AVENUE L, NEWARK, N. J.

The world's largest manufacturer of Cylindrical Plastic Containers

TRANSPARENT

Clearsite

**PLASTIC CONTAINERS
*that Sell***

•REGISTERED TRADE MARK

CROWN CLOSURES

meet your sealing needs
... from every angle ...

CONSUMER ACCEPTANCE

SEALING

PRODUCTION

Crown Closures assure trouble-free application. Because Crown Closures are continuously tested and checked during their manufacture, they are unexcelled for precision and uniformity. This means smooth, untroubled action on production lines.



Crown Closures seal dependably. The special features of Crown Closures, such as the famous Deep Hook Thread on Screw Caps and scientifically selected liners, mean sure protection...no matter what type of product you pack.



Crown Closures have the features consumers want. Today's consumers want protection and convenience in the closures on the packages they take home. Crown Closures answer their demands. They can be removed easily ... they re-seal tightly ... and they protect the original quality of the product.



Crown's Laboratory Service

Crown maintains two laboratories. One for research and development, the other as a customer's consulting service. The services of the latter are available without cost to help packers select the closure and liner best suited for their individual products.

Crown's Design Service

Customers of Crown may use without cost the services of a comprehensive design service. New designs will be created or adapted from present labels or trademarks.

CROWN CORK & SEAL COMPANY, INC. Closure Sales • BALTIMORE 3, MD.



"VENCUS...VIDCUS...
VICUS"*



*"WE CAME . . . WE SAWED . . . WE CONQUERED"

A year ago, we pioneered—and conquered—a new frontier . . . the virgin pines of deep East Texas. From this abundant wealth of timber, we are supplying an ever-expanding industry with the highest quality pulp, board and paper grades. Our modern facilities enable us to tailor a product to meet your most exacting specifications.

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122 East 42nd St., New York City
Telephone OXford 7-2980

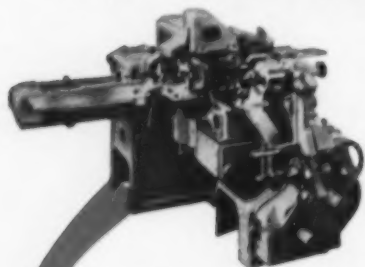
INCREASE PACKAGE EYE APPEAL

with

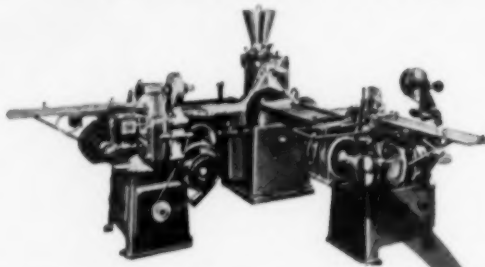


wrapping and
packaging machines

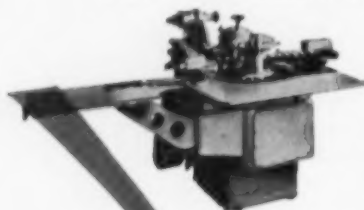
WRAPPER FOR MOLDED CANDY BARS



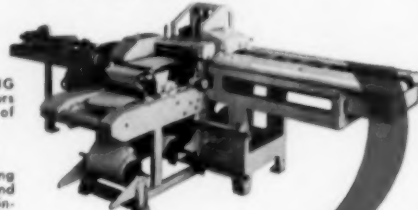
BOUILLON CUBE PRESS AND WRAPPERS



CANDY FOILING MACHINE



CRISP BREAD WRAPPER



INCREASE PROFITS

Accomplish changeovers on SIG machines in minutes or hours rather than days. Save loss of valuable production time.

INCREASE EFFICIENCY

15% to 20% greater operating efficiency of SIG machines and fewer attendants greatly increases output per operator.

SAVE FLOOR SPACE

Compact design and increased production capacity of SIG machines makes possible greater yield per given area.



A FEW SIG TYPES AND MODELS

HIGH SPEED CANDY WRAPPERS
(Tablets, Bars, Bonbons)

AUTOMATIC FOILING MACHINES

DOUBLE PACKAGE MAKERS

DOUBLE STAGE WRAPPERS

BOUILLON CUBE PRESSES AND

WRAPPING MACHINES

CARTON OPENING, FILLING

and SEALING LINES

COOKIE, WAFER, BISCUIT and
CRACKER WRAPPERS
(Rectangular and Round)

OVERWRAPPING MACHINE For
Heat Sealing Cellophane or Backed

Aluminum Foil and Waxed Paper

BUTTER and MARGARINE
PRINTING and WRAPPING
MACHINES

All SIG machines are designed and engineered for continuous high speed operation with minimum maintenance and operator expense. Sturdy modern construction combined with many exclusive operating refinements increases operator efficiency and lowers production costs. Investigate the opportunity to boost profits and realize all-around cost-saving efficiencies with a SIG machine.

Send us details of your requirements and we will promptly advise if there is a SIG Wrapping or Packaging Unit to profitably meet your need.



STOKES & SMITH CO.

4904-O SUMMERDALE AVENUE, PHILADELPHIA 24, PA.

Pacific Coast: SIMPLEX PACKAGING MACHINERY, INC., 534-23rd AVE., OAKLAND 6, CALIF.



SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION



Finest

from every angle

Round and square face powder boxes

Dusting powder boxes in three diameters

Talcum powder boxes

Guest soap and sachet set-up boxes



Manufacturers of Fine Paper Boxes

E. N. Rowell Co. Inc.

BATAVIA, NEW YORK



NEW Staude "1000"

BRINGS VERSATILITY TO OHIO BOXBOARD GRAVURE DEPARTMENT

The Ohio Boxboard Co. plant at Rittman, Ohio, has installed a Five Color Staude "1000" Rotogravure Press, a Staude Butt Splicer and an in-line Mercury Die Cutter-Creaser. This combination, equipped with a new web tension control system, is the closest approach to automation in the industry.

Ohio Boxboard knows well the quality, speed and cost advantages of gravure. This new Staude installation with its larger cylinders and design for quick change, adds the big operating advantage of versatility. Frank Kulow, Gravure Supervisor, says of the new Staude, "We are very enthusiastic about the potential of the gravure process and are looking forward to top product quality, uniformity and production."

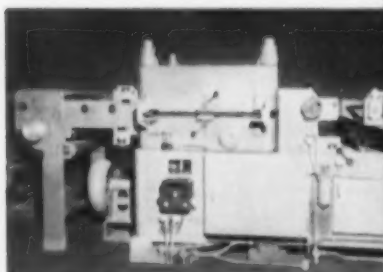
- ✓ Prints webs up to 45" wide with 23" to 46" circumference engraved cylinders—a production bonus of 20% to 25% on every impression.
- ✓ Continuous press operation achieved with Turn Over Roll Stand, Automatic Butt Splicer and Mercury Die Cutter-Creaser.
- ✓ Fast changeover of only 15 minutes per color—each color station is a complete rotogravure printing unit.
- ✓ New web tension system in electric drive assures accurate register.

Write for *Staude "1000" Bulletin*
E. G. Staude MANUFACTURING CO., INC.

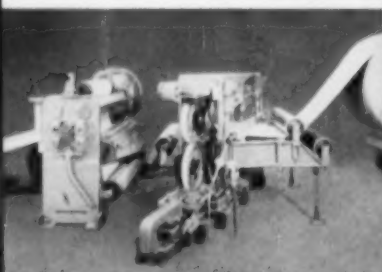
2673 UNIVERSITY AVENUE • ST. PAUL 14, MINNESOTA

Eastern Office: 35 Beechwood Ave., Mt. Vernon, N. Y.

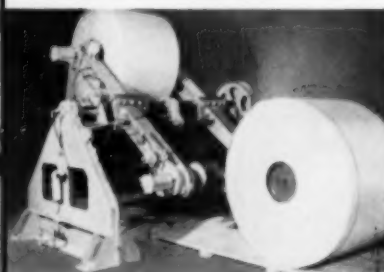
European: 33 Firs Drive, Cranford, England



In-line Mercury Die Cutter-Creaser's 200 strokes per minute allows continuous operation.



Butt Splicer automatically splices web of one roll to another without stopping the press.



Turn-Over Roll Stand brings all sizes of roll stock into position for uninterrupted splice.

engineered for sales...



Let DIXIE'S Packaging Specialists in on your Plans

From knotty packaging problems to finished
perfected packages is the constant experience of

Dixie's trained Packaging Specialists.

Just call or write your nearest Dixie Plant for information

on how Dixie's Packaging Specialists can help you.



DIXIE

Wax Paper Company

DALLAS, TEXAS • MEMPHIS, TENN. • WASHINGTON, N. J. • BURLINGAME, CALIF. • MEXICO, D. F.

Modern merchandising with Du Pont **CELLOPHANE**



Sparkling multiple-unit package offers sales-winning convenience

Here's an eye-catching example of modern merchandising—a multiple-unit ice-cream package that shows today's busy shoppers the extra convenience they're looking for.

Each of these two Golden Seal Farms packages feature five individual servings of ice cream overwrapped in Du Pont Cellophane for extra sales appeal, extra protection. The company reports that crystal-clear Cellophane "spotlights" their brand names... gives

sparkling display to the insert that tells shoppers how easy it is to store, open and serve the individual portions of ice cream.

Take advantage of the wide range of unusual packaging ideas made possible with Du Pont Cellophane. Give your product more eye appeal... plus quality protection. See your Du Pont representative or a converter of Du Pont films. E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.

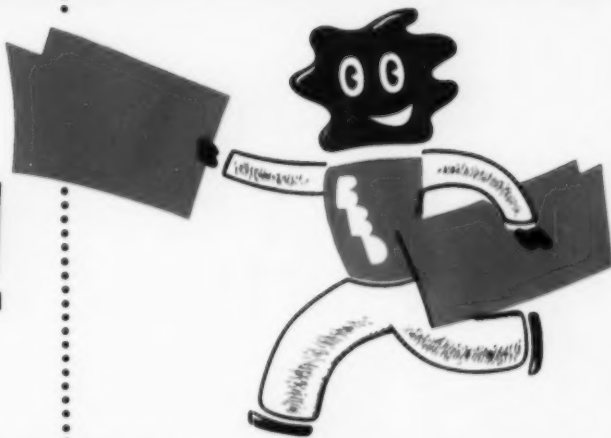
DU PONT PACKAGING AND INDUSTRIAL FILMS

CELLOPHANE • POLYETHYLENE
ACETATE • "MYLAR" POLYESTER FILM



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

X-TRA! X-TRA! X-TRA!



BBD INTRODUCES EXCELLOPAKE "400 X-TRA" INKS

...featuring *EXCELLOPAKE White "400 X-TRA"*,
an outstanding white with *X-TRA* exclusive properties
that give trouble-free flexographic printing

EXCELLOPAKE "400 X-TRA" is BBD's newest important development in flexographic inkmaking—an ink with all the versatility and superior performance characteristics of our earlier "400 Series" multi-purpose or universal inks... plus many added *x-tra* features.

EXCELLOPAKE White "400 X-TRA" has many outstanding *x-tras*. Just check the *x-tra* properties BBD has engineered into this new white and you'll see why it's your best choice for cellophane, polyethylene, foil and various specialty papers.

X-TRA WHITENESS AND OPACITY

EXCELLOPAKE White "400 X-TRA" gives *x-tra* opacity with maximum hiding power and sets a new standard in whiteness. When other colors are overprinted on EXCELLOPAKE White "400 X-TRA" you get more contrast and sparkle. For reverse printing, because of its *x-tra* opacity, you add beauty to the underlying colors with White "400 X-TRA"

X-TRA STRONG ADHESION

EXCELLOPAKE White "400 X-TRA" gives *x-tra* adhesion at room temperature or at both extremes of temperature. For printing anchor-coated stocks used for meat packaging... or for printing heavier grades of moistureproof cellophane which contains more plasticizer per square inch... or for printing treated polyethylene, EXCELLOPAKE "400 X-TRA" flexographic inks insure trouble-free results.

X-TRA BLOCK AND HUMIDITY RESISTANCE

"400 X-TRA" will not block—ink to ink or ink to face—at temperatures up to 130°F... even in the presence of high humidity... on anchor-coated or moistureproof cellophanes, foil or polyethylene. Because "400 X-TRA" inks are so stable to heat, various stocks printed with them run smoothly—without jamming—on automatic wrapping and bag machines.

X-TRA HEAT RESISTANCE

"400 X-TRA" releases from heat-sealing elements at temperatures to 275°F.—doesn't smudge, stick or smear.

X-TRA MOISTURE RESISTANCE AND

X-TRA LOW-TEMPERATURE RESISTANCE

EXCELLOPAKE White "400 X-TRA" withstands the low and moist temperatures used in dry or wet refrigeration. Test its *x-tra* water resistance by submerging prints on either anchor-coated cellophane, moistureproof cellophane or polyethylene in a mixture of water and ice overnight.

X-TRA VERSATILITY

You can use "400 X-TRA"—with your regular alcohol solvent—to print any standard type of cellophane, treated polyethylene, aluminum foil, glassine and specialty paper. Does away with inventory and other problems involved in using special inks for special stocks. Then too, in many instances, a switch from one stock to the other can be made without changing fountains.

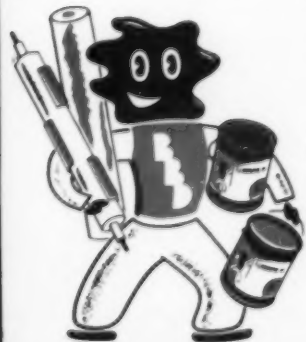
X-TRA MILEAGE ON THE PRESS

You will find that "400 X-TRA"—because of its high solid contents and extra opacity—goes further per pound than other flexographic inks, giving you more for your money.

EXCELLOPAKE "400 X-TRA" has been thoroughly field-tested and proved. You can depend on it to print beautifully every time... to increase productive press time by reducing the need for wash-ups... to eliminate those bleeding, offsetting and blocking problems that frequently result in spoiled jobs and lost accounts. EXCELLOPAKE "400 X-TRA" is the *x-tra* good ink for *x-tra* good results.

"400 X-TRA" ink also available in colors... featuring the *x-tra* properties of stronger adhesion and greater resistance to blocking, heat, moisture and low temperatures.

• For printed samples and complete information about BBD EXCELLOPAKE "400 X-TRA" INK, contact your nearest BBD office... or Bensing Bros. and Deeney, 3301 Hunting Park Avenue, Phila. 29, Pa.

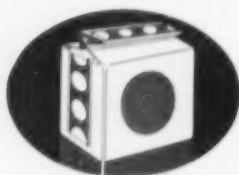


Bensing Bros. and Deeney
Flexographic Ink Specialists

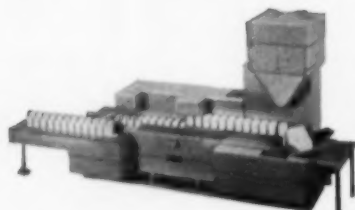
PHILADELPHIA • CHICAGO • SAN LEANDRO, CAL.
CAMBRIDGE, MASS. • MONROE, LA.

MANTON BROS. TRENAL CO. COLORA, LTD.
Toronto, Canada Brussels, Belgium Berne, Switzerland
Export: McLAURIN-JONES CO., New York

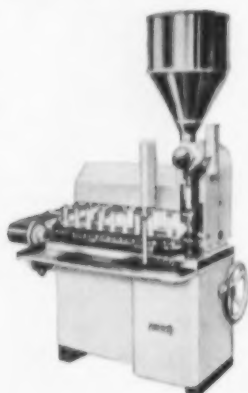
kill drudgery . . . increase production with Arenco packaging machines



Arenco Closure with sealed triple fold—Neat, tight, practical. For dust-proof and tamper-proof seals. The closure that permits opening bag without tearing, and easy reclosing, a feature consumers like.



Powdered-Materials Packaging Machine—Fills from 1 to 5 pounds of flour, cereals, etc., in economical square-bottom, self-opening bags. Bags are handled by our exclusive automatic bag opening and feeding mechanism. Machine provides extremely accurate weights.



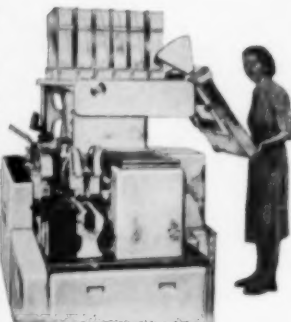
Collapsible Tube, Jar, and Vial Filling Machine—Used for packaging thick compounds, creams, liquids, and semi-liquids. It permits the quickest, easiest cleaning and changeover of any tube filling machine available, offers the "no tube, no fill" feature, and operates with exceptional quietness.

• There's no need to use noisy, hard-to-handle machines that tire operators, resulting in improper packaging and general inefficiency. Arenco machines, designed with many features requested by packaging plant management out of their actual experiences, provide greater operator comfort than any other packaging machines made.

Truly, Arenco machines are the ultimate in smooth-running, high-performance equipment. For example, consider the four fine machines shown here.

Cigarette Packing Machine

—Handles a wide range of cigarette dimensions and package types with top-notch performance. Features modern central lubrication ("push one button, the machine is lubricated"). Our new, lightweight cigarette cassettes and automatic tray handling arrangement reduces drudgery, increases efficiency.



Fish Cleaning Machine (heading and gutting)

—This machine eliminates all hard work in preparing herring, sardines, and similar fish for curing or canning. Removes head, tail, and intestines mechanically, leaves milt, roe, and meat clean and intact, and with no bruising!

Our extensive line includes machines for many packaging purposes.

We'll be glad to send illustrated leaflets with complete data to you.



Representatives:

ARENCO Machine Co. INCORPORATED
25 West 43rd Street, New York 36, N. Y.

R. P. Anderson Co., 2503 West Mockingbird Lane, Dallas 19, Texas
Tom McLay, P. O. Box 14, Port Deposit, Maryland
Packaging Equipment, Inc., 2013 Olive St., St. Louis 3, Missouri
Krusse Packaging Machinery, 5807 W. North Ave., Chicago 39, Illinois
J. W. Leser Co., 4408 W. Jefferson Blvd., Los Angeles 16, Calif.
P. S. Equipment Co., 2281 Scranton Road, Cleveland 13, Ohio



For a really
striking
effect...

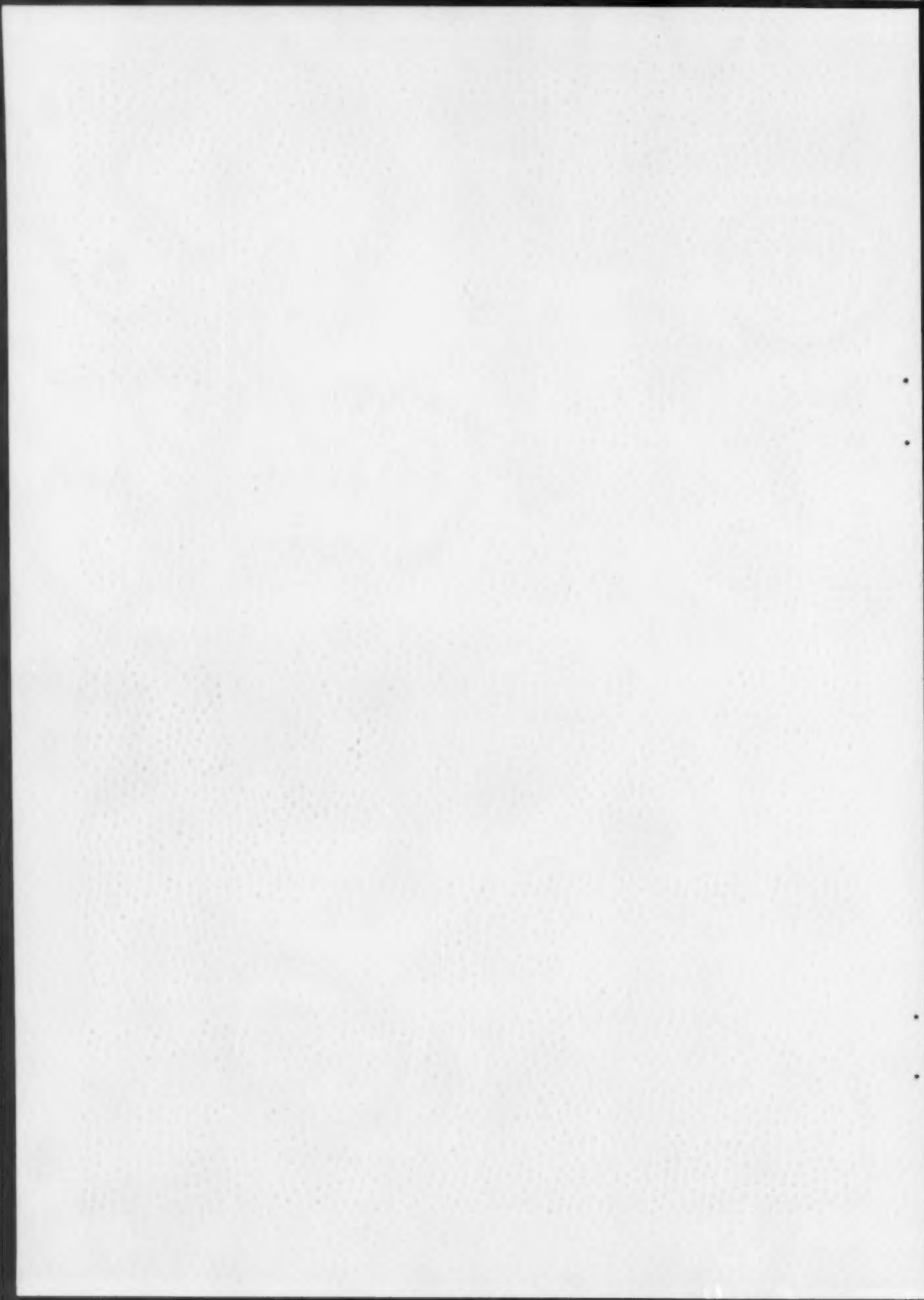
...package with hammered taper by Artcote.

Range of book covers are also available in
gold and silver stamped or hand-painted.
Illustrated on plain paper available in white, warm
brown or black. Artcote's 100% cotton
paper covers are available in a wide range of colors
and finishes. Artcote's 100% cotton paper covers are
available in a wide range of colors and finishes.

ARTCOTE

Available from all good bookshops and libraries
ARTCOTE PAPERS INC.
Toronto, Ontario

The Artcote Co. Ltd. 100% cotton paper covers
with printing by Artcote's process.





The Toni Co.



W. A. Sheaffer
Pen Co.

These Manufacturers Know

i-APPEAL[®] *is buy appeal[®]*

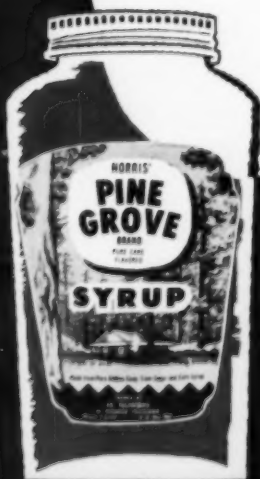
From waving lotions to waffle syrups . . . quality products need quality labels. Get quality plus buy-appeal with I-APPEAL[®] labels, designed to turn shoppers into buyers. Whether you use 10,000 or 10,000,000 labels . . . Paramount can give you individually-tailored design . . . production know-how to save you money . . . and more I-APPEAL[®] for your product.



American Window
Glass Co.



Swift & Co.



H. Norris Co.

For the right labels to do the job right, write to:

Paramount i-APPEAL[®]

PARAMOUNT PAPER PRODUCTS CO.
4401 North 23rd Street Omaha 11, Nebr.

PUT A *Plus* IN YOUR PACKAGING

**EXTRA ADVANTAGES
AT NO EXTRA COST**

★ Whiter ★ Brighter
★ Glossier ★ Smoother



Superiority in packaging is largely a matter of better design combined with better quality materials. In packaging of the folding carton type, men who know choose Ridgelo! The reason is simple—they get more for their money. And that's true regardless of whether the need is for low cost machine coated stock or for something as matchlessly fine as Ridgelo's unique, porcelain-like #90 Ultragloss. Throughout the complete line that Ridgelo makes, and which is converted solely by independent box makers, manufacturers get extra advantages at no extra cost!

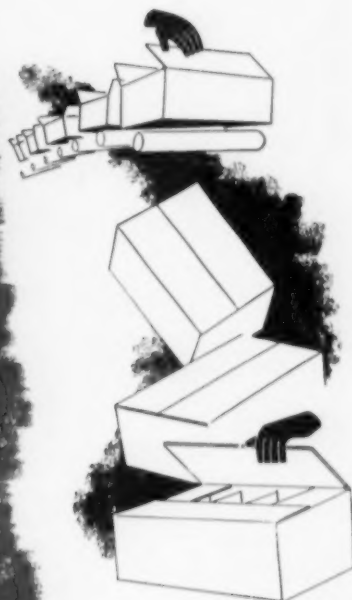
STANDARD COATED • CUSTOM COATED • #75 BRUSH FINISH • #90 ULTRAGLOSS • METALLIC COATED • POLYETHYLENE COATED
(machine) (glazed)

LOWE PAPER COMPANY • RIDGEFIELD, N. J.
An Independent Mill • Serving Industry Since 1906

Representatives • Philadelphia—Philip Rudolph & Son, Inc. • St. Louis—A. E. Kellogg • Los Angeles—Norman A. Buist

Seal fast and open easy with...

SWIFT'S EASY OPEN CASE SEALING ADHESIVES



Here's a new synthetic resin-emulsion case sealing adhesive for packaged products that are *on the move*!

No additional equipment or converters are necessary to put Swift's EASY OPEN to work on the highest speed case sealing lines. Made for modern merchandising methods, Easy Open tends to seal fast and to resist rough handling in transit—but pops open quickly and without opening tools . . . on a vertical pull.

Properly applied, Easy Open won't tear or stain carton stock . . . cases can be reused or put to work for display purposes. Remember too . . . that busy retailers will tend to open easily opened cases *first* . . . good insurance for quick turnover and product freshness.

Why not make Easy Open a new selling point for *your* product . . . and realize top efficiency and speed from your case sealing lines in the bargain? Write for details on a trial order and remember . . .

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

A SINGLE SOURCE FOR YOUR SEALING AND ADHESIVE NEEDS:

SWIFT'S CASE SEALING ADHESIVES. In regular, water resistant or easy-open grades, Swift's case sealers offer fast set, clean machining and low operating cost—on high speed lines or for hand application.

SWIFT'S 6-CAN PACK ADHESIVE. Extremely fast machining and light in color. Operates on a wide variety of carton stocks.

SWIFT'S PALLETIZING ADHESIVES. For carton stock or multi-wall paper bags, Swift's Palletite can bring the economy and speed of unit loading to shipping operations. One gallon does a carload!

SWIFT'S TAX-STAMP ADHESIVE. A guardian of government interests in leading breweries throughout the U. S.! Water resistant, dependable, easy to use.

Write now for information on an economical trial quantity of any of Swift's adhesive products



USE THIS COUPON FOR FURTHER INFORMATION

SWIFT & COMPANY,
Adhesive Products Dept.
4115 Packers Ave., Chicago 9, Ill.

A-7A

Please send further information on the following products:

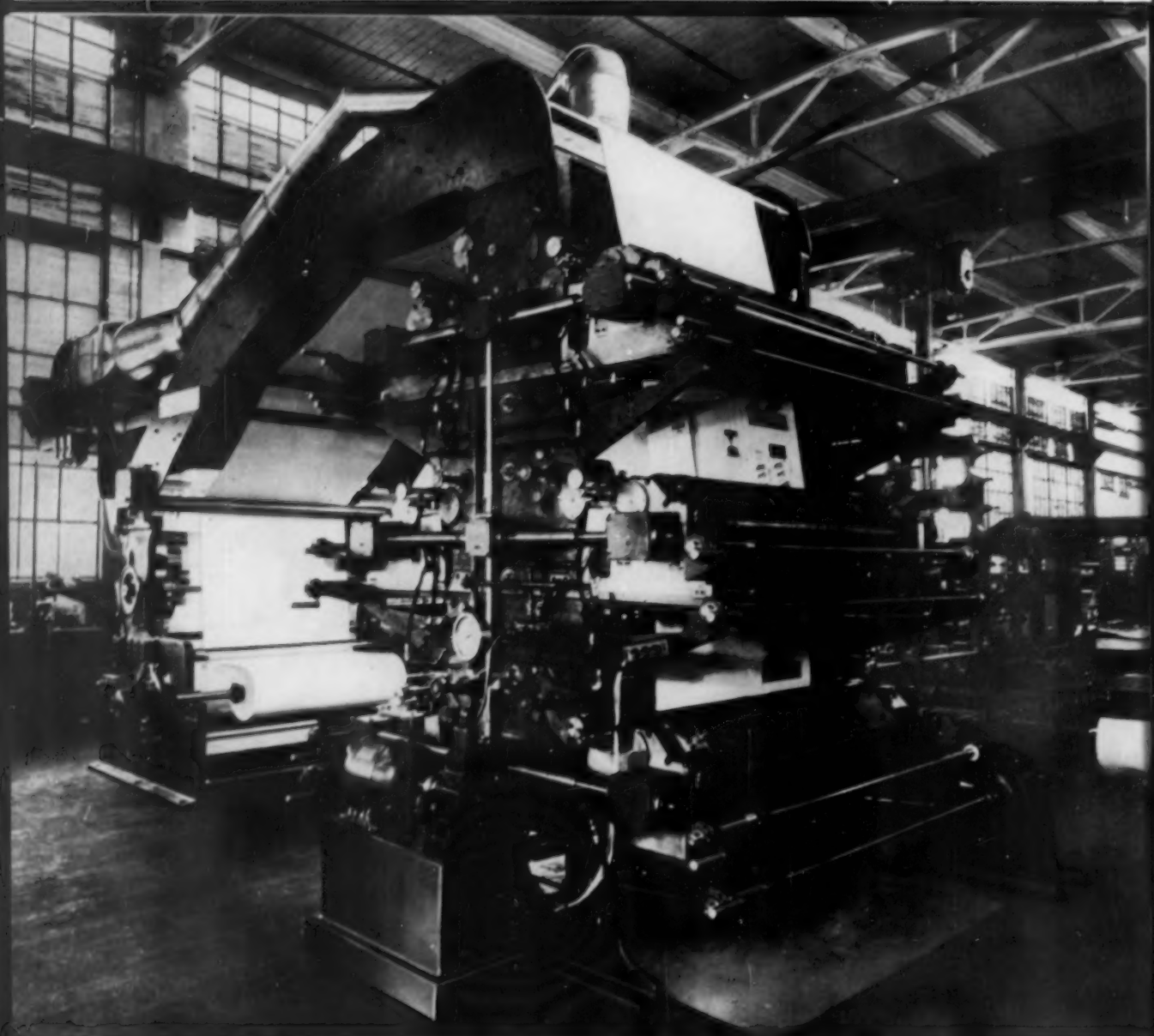
- | | |
|--|--|
| <input type="checkbox"/> EASY OPEN CASE SEALER | <input type="checkbox"/> 6-CAN PACK ADHESIVE |
| <input type="checkbox"/> REGULAR CASE SEALER | <input type="checkbox"/> PALLETITE |
| <input type="checkbox"/> WATER RESISTANT CASE SEALER | <input type="checkbox"/> TAX-STAMP ADHESIVE |

Company _____

Address _____

City _____ Zone _____ State _____

Your name _____



The Kidder Flexographic Press leads with many advanced features for fast, eye-catching, money-saving printing.

You get a hard-working business partner...

when a Kidder press starts rolling for you. In every detail of design, construction and performance, Kidder presses are proving their ability to deliver top-quality printing at lowest cost.

Throughout this Kidder Flexographic Press, for example, gears are precision cut, rollers are ground and balanced, and bearings are carefully fitted. In operation, single centralized control automatically engages and disengages all colors from one point, with plate

cylinders held rigidly in printing position under 150-pound hydraulic pressure. Advanced features include Kidder's positive web control, oversize dryer, centralized hydraulic control, rigid ink rollers and no-splash fountains.

Here's a press you can depend on for profitable production on every job — plus the kind of Flexographic printing that keeps your customers happy. For facts on how Kidder advantages can benefit your printing operations,

write to Kidder Press Company, Inc., Dover, New Hampshire.



Kidder

**Letterpress, Flexographic
and Gravure Presses
Slitters and Rewinders**

Fresh color says...

"FRESH CONTENTS"



protected by

Wrapper by
Pollock Paper Corp.,
Dallas, Texas

A clean, crisp package quickly convinces the shopper—promotes the freshness of the product inside. That's why bread wrappers are so glossy and gaily colored—when you use paper coated with wax fortified with **BAKELITE** Brand Polyethylene.

Adding these resins to wax enhances color and printing through greater gloss. The wraps acquire greater resistance to scuffing and

blocking, and take a stronger heat-seal. There's less rub-off, and greater resistance to cracking at low temperatures.

BAKELITE Polyethylene is also used to coat paper foil and film to increase serviceability and eye-appeal. For the full story on what it can contribute to packaging and packaging materials, write today to Department KX-105.



BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation **UCC** 30 East 42nd Street, New York 17, N. Y.

In Canada: Bakelite Company, Division of Union Carbide Canada Limited, Belleville, Ontario

The term **BAKELITE** and the Trefoil Symbol are registered trade-marks of UCC

MORE PROOF it pays to package in film made of **BAKELITE Polyethylene**



Packaging by **Central States Paper and Bag Company, Inc.**, St. Louis, Mo.

"Quality protection—quality appearance—savings, too"

That is how J. W. Allen & Co., Chicago, Ill., has benefited by switching to packaging in film made of **BAKELITE Brand Polyethylene**. Poppy, caraway, sesame seeds, decorettes, and other products for bakers and confectioners were sold previously in large cartons (which were unwieldy and left the product unprotected after initial opening).

"These bags help the user and have effected a saving in costs for us," states Frank W. Allen, president. "Quality is vital in our field. Polyethylene bags keep the products dry and clean; any infestation could be spotted immediately.

They are tough, neutral and tasteless, and re-seal tightly to maintain product sanitation for the user. And they promote increased sales by showing off the product and letting customers see what they are getting all the way through."

Foods, chemicals, textiles, hardware...there's practically no end to the kinds of products that benefit by the varied and unique advantages of packaging in film made of **BAKELITE Polyethylene**. Why not explore the possibilities for you? See your packaging supplier.

SPECIFY FILM MADE OF



BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation **UCC** 30 East 42nd Street, New York 17, N. Y.
The term **BAKELITE** and the Trefoil Symbol are registered trade-marks of UCC

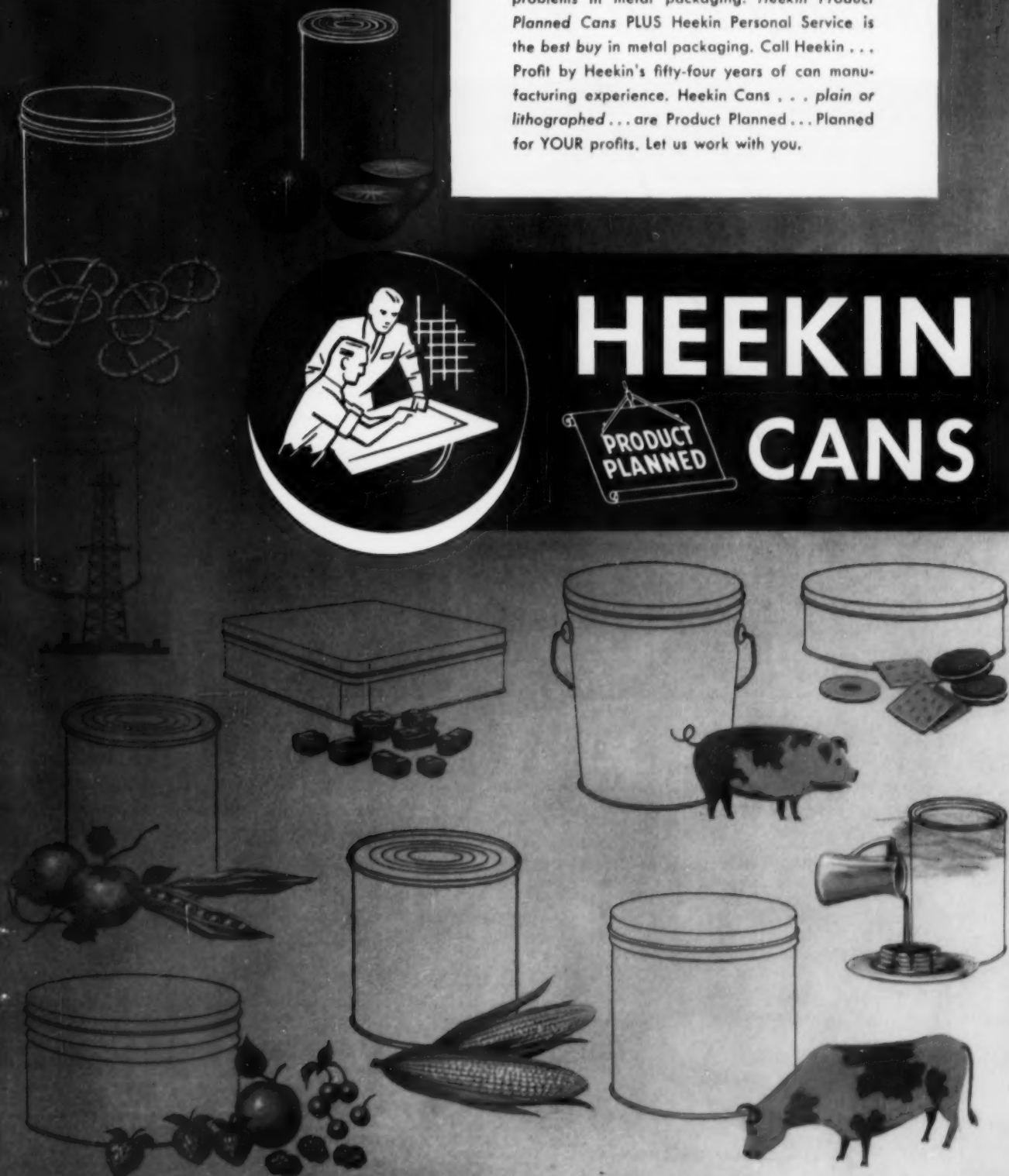
**ONLY HEEKIN CANS
ARE PRODUCT PLANNED...**

THROUGH extensive research by chemists, engineers and market research studies, Heekin has perfected methods that will best meet your problems in metal packaging. *Heekin Product Planned Cans* PLUS Heekin Personal Service is the best buy in metal packaging. Call Heekin . . . Profit by Heekin's fifty-four years of can manufacturing experience. Heekin Cans . . . plain or lithographed . . . are Product Planned . . . Planned for YOUR profits. Let us work with you.



HEEKIN
CANS

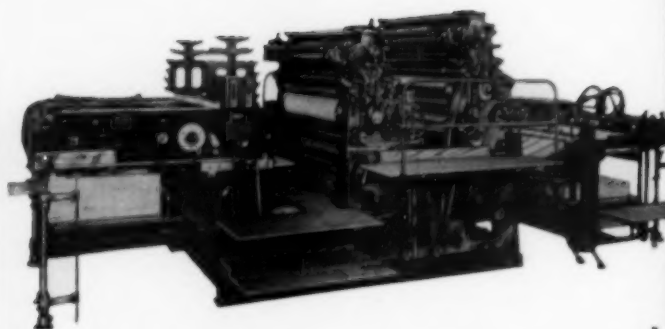
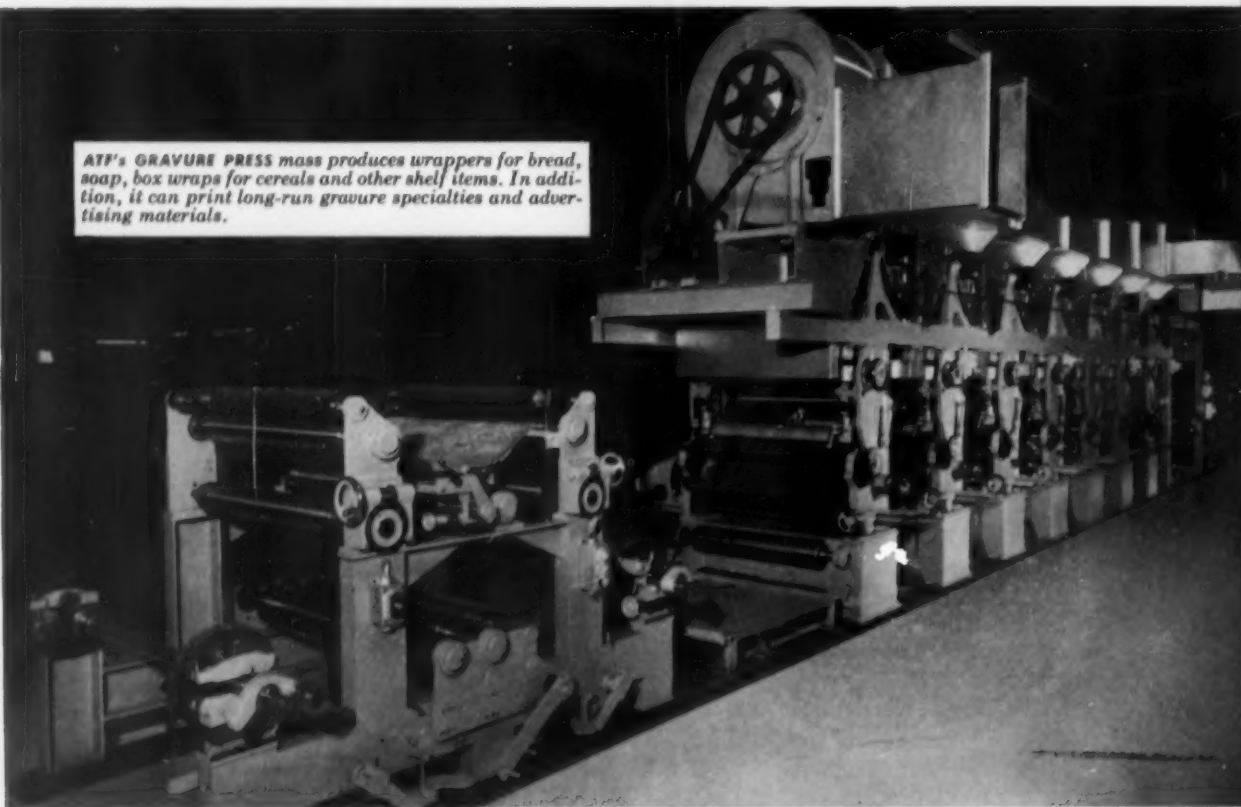
**PRODUCT
PLANNED**



THE HEEKIN CAN CO. PLANTS AT CINCINNATI & NORWOOD, OHIO; CHESTNUT HILL, TENNESSEE; SPRINGDALE, ARKANSAS

can your presses meet today's packaging printing requirements?

ATF's GRAVURE PRESS mass produces wrappers for bread, soap, box wraps for cereals and other shelf items. In addition, it can print long-run gravure specialties and advertising materials.



ATF MANN SHEET-FED OFFSET PRESSES. Flexible, high-quality, high-speed producers, capable of handling many diversified and specialized packaging jobs.

ATF LITTLE GIANT 6 LETTERPRESS. Unsurpassed speed, superior presswork, easy form changes make this press ideal for imprinting, printing inserts, strike-ins, and for many other shorter run packaging specialties.



If you'll look around a supermarket sometime, you'll realize that more and more money is spent every year on packaging printing. You can capitalize on this trend for steady, profitable, volume business if you have the right equipment to handle it. ATF makes an extensive line of presses . . . letterpress, offset, gravure . . . to take care of a very wide range of package printing needs, both large and small. It would pay you to look into the ATF presses and equipment that give your plant the flexibility to do packaging work at a *price* . . . and at a *profit* as well.

For high production printing of close register or multi-color work on laminated foil, cellophane, polyethylene, pliofilm, non-absorbent glassines and paper stocks . . .

ATF GRAVURE PRESSES. These presses do beautiful work at amazingly low cost. Gravure gives excellent close register halftone reproduction, uniformity of color, smoothness and rub resistance. ATF gravure presses handle a wide range of the newest packaging materials, lay down one to eight colors in printing inks, lacquers, or metallized inks. Roll widths up to 73", speeds up to 1250 ft/min. make them ideal for long runs of packaging materials.

For printing a wide range of wrappers, inserts, foil for box and bag wraps . . . ATF ROLL-FED OFFSET PRESSES. Where shorter runs using different sets of plates are desired, the speed, ease and economy of plate-making and make-ready, simplicity of operation of ATF Roll-fed Offset Presses make them extremely effective for printing many different kinds of packaging materials.

For printing heavy labels, paperboard cartons, carton wraps, gummed and special stocks . . . ATF SHEET-FED OFFSET PRESSES. This type of press is practical for even shorter runs than roll-fed offset presses, and especially suited to trial runs, experimental package printing, and custom work. ATF offers the most comprehensive line of sheet-fed offset presses to meet any packaging need, ranging from a sheet size of from 14" x 20" to 43" x 65", with the only sheet-fed offset press printing both sides of the stock, and taking sheets up to 38" x 53½".

For shorter letterpress runs, imprinting and strike-in work . . . ATF LITTLE GIANT PRESSES. If you can use letterpress, this is the press for you. Lowest cost per thousand impressions, faster speed than vertical cylinder or platen presses, easy operation, form changing on the bed of the press, and minimum work-ups insure quality work at low cost.

Whatever your needs, talk them over with ATF. Our salesmen are widely experienced specialists in either roll-fed or sheet-fed equipment. Since ATF sells an extensive line of presses along with auxiliary press-room, bindery and cutter equipment, they can give you unbiased, objective recommendations exactly suited to your specific needs. Write us today.



AMERICAN TYPE FOUNDERS, 200 Elmora Avenue, Elizabeth, N. J.

One dependable source for all your printing equipment needs.

*They do everything
but
jump off the shelf...*

**Bags made of
NIBROC®
white!**

At the very heart of today's supermarkets, the point of sale, bags made of Nibroc White—millions of them—really have sales jumping.

They stand out! Clean, brisk, bright printing is their dish! For you and your customers, they mean faster sales of your coffee, flour, rice, dog food, or whatever!

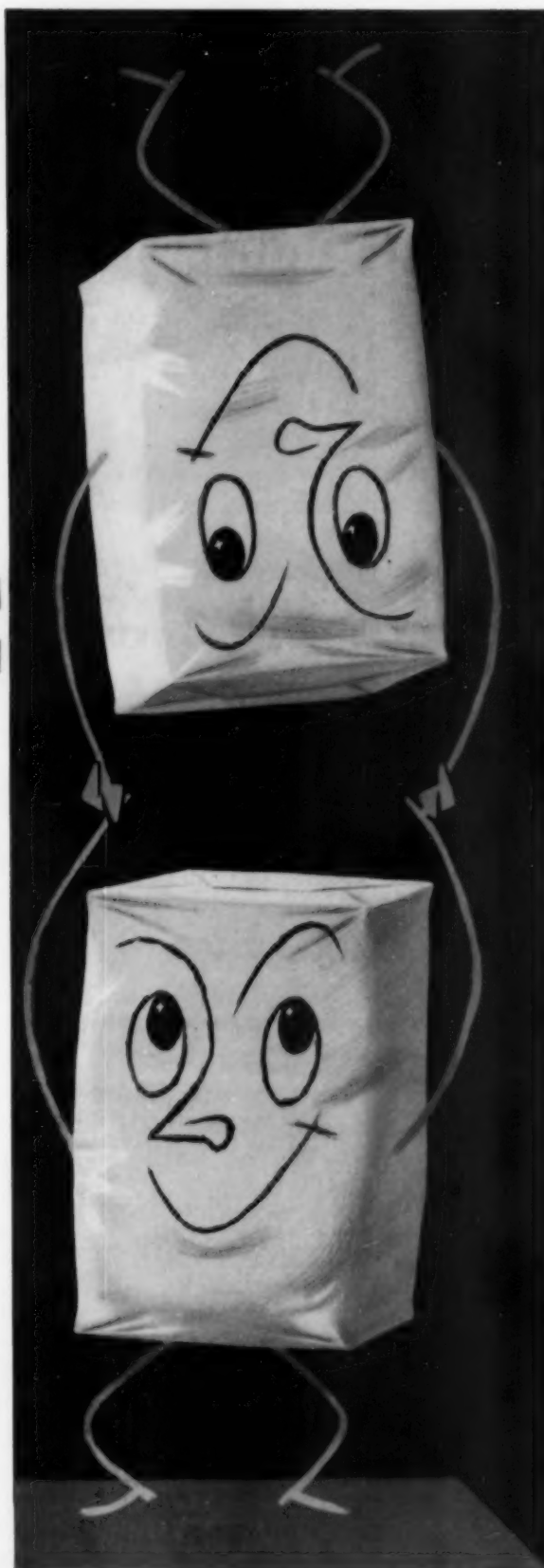
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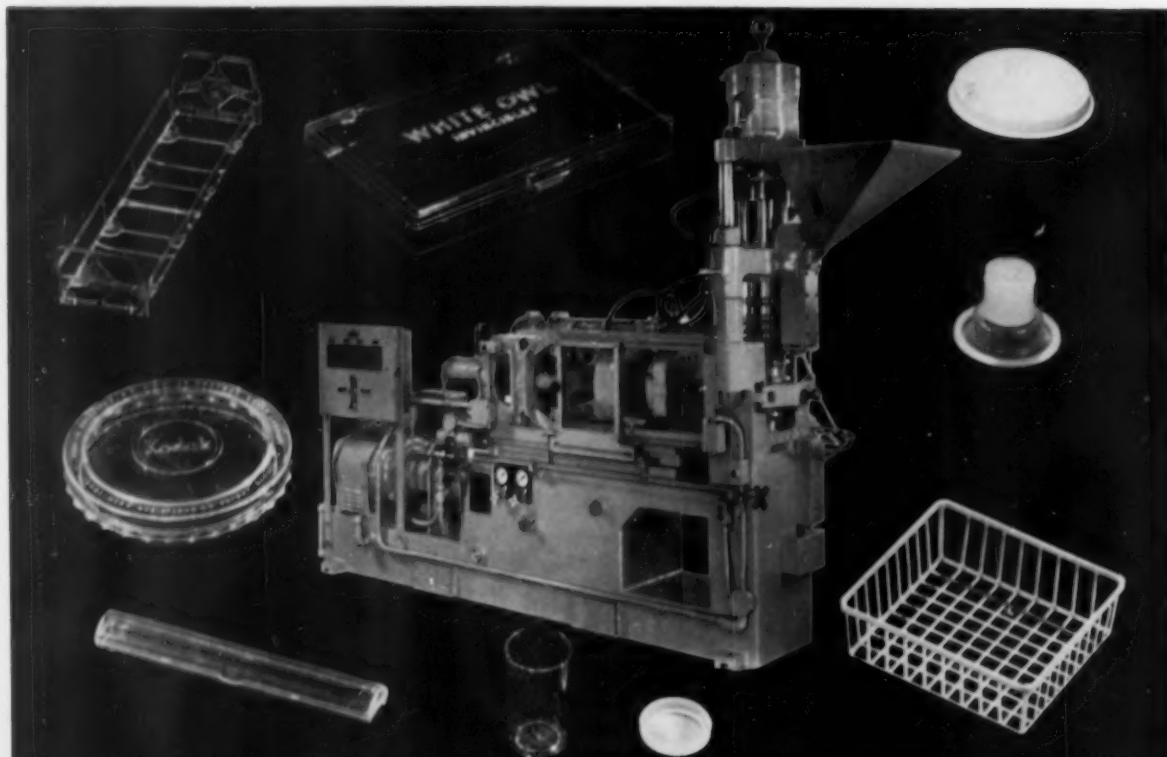
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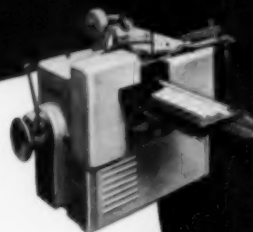
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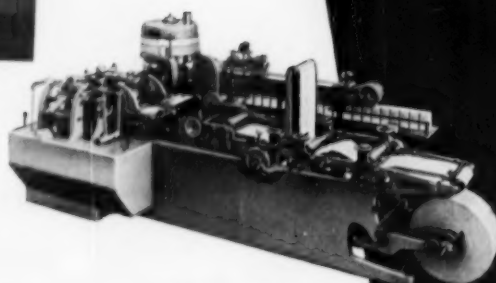
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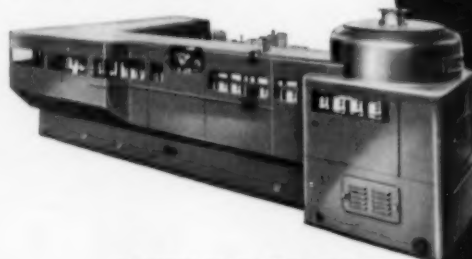
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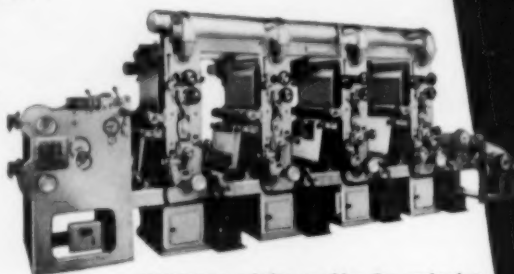
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Success of aerosol

importance of a



Here's why an aerosol package is more than a container



ANY GOOD PACKAGE should protect the product against breakage and spoilage or evaporation . . . and retailers surveyed recently gave aerosols an extremely high rating for this protection.



BUT, above and beyond protecting the product, an aerosol package is new and interesting. It catches the customer's eye. And there's plenty of room for an informative, sale-clinching label.



AN AEROSOL PACKAGE is not only ideal for water repellents . . . it's essential. In fact, hardly anyone would go to the trouble of waterproofing garments *without* an aerosol!

water repellents shows working package

**Ask Du Pont how aerosol packaging can make
your product more effective and push up sales**

In the home market, aerosol packaging has changed "No Sale" into good profits for alert manufacturers of water-repellent compounds.

In the past, few people bothered to have coats or jackets treated with waterproofing compounds or to have waterproofing renewed after a raincoat was cleaned. Now, the aerosol, push-button application of waterproofing compounds is a simple task any housewife can perform. In these working packages, water repellents are cleaner, easier to store and easier to use.

Once again, the easy aerosol way has brought increased sales to those manufacturers alert to the potential of aerosol packaging.

THE TREND IS TO AEROSOLS

Water repellents are one of many product types in which aerosol packaging is keeping perceptive manufacturers abreast of market trends. Colognes, drugs, paints and insecticides are going into aerosols in glass bottles, plastic containers and cans. With low-pressure aerosols in glass bottles, for example, cosmetic manufacturers are stepping out with more glamorous aerosol packaging of their products.

Eye-catching aerosol container shapes give retailers new reasons for displaying these attractive units. Merchants want to put your product on their shelves if it's in an aerosol package. Their sales figures show that consumers look for the convenience of aerosol-packaged products.

DU PONT WILL HELP YOU ENTER THE FIELD

If you are considering aerosol packaging for your product, Du Pont will help you select the one or more "Freon"® propellents best suited to your needs. You will be sure of getting the correct particle size. Du Pont will advise you on the correct mixture of product and propellant. We will put you in touch with contract loaders who have experience and the necessary specialized equipment for filling all types of aerosol packages.

For nearly 25 years Du Pont has been manufacturing "Freon" compounds to exacting laboratory standards. "Freon" propellents are nonflammable, nonexplosive and virtually nontoxic, and are the most widely used of all aerosol propellents. There is sure to be a combination of one or more "Freon" propellents that will give you the utmost in performance.

DU PONT AEROSOL MARKET SURVEYS

Every year Du Pont accumulates a wealth of data on the aerosol market to help you plan a marketing and distribution program. These surveys show in concrete sales figures just how enthusiastically dealers and consumers are responding to aerosol packaging. It will pay you to take a long, searching look into the aerosol market. Send for your copy of "Package for Profit"—the fact-packed booklet on aerosol packaging. Clip out and mail the coupon below. See what aerosol packaging can do for you.

PIN THIS COUPON TO YOUR COMPANY LETTERHEAD



E. I. du Pont de Nemours & Co. (Inc.)
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- ☐ Please send your booklet on aerosol packaging, "Package for Profit."
☐ I am interested in market-research data.
☐ I am interested in learning how I can get technical assistance.

The type of product I have in mind for aerosol packaging is _____

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it's the talk of the trade!



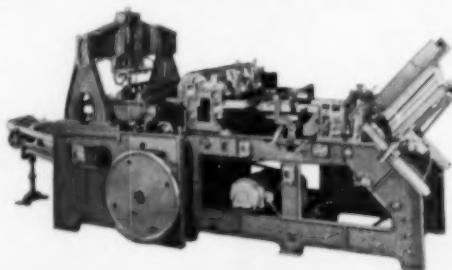
MODEL CM-2 HIGH SPEED BRIGHTWOOD Produces 120 or more Finished Boxes per Minute

Marcal, Inc., makers of "Kitchen Charm" waxpaper, produces these cartons with metal-cutting edges on the Model CM-2 Brightwood *at a rate of 120 per minute!* What's more, the CM-2 produces them economically and efficiently . . . with a minimum of rejects.

Long-time users of Standard Brightwood machines, Marcal, Inc. bought one Model CM-2 for use in their New Jersey plant . . . and liked it so well they ordered another for use in the Chicago plant.

The Model CM-2 combines traditional dependability and top quality work with high speed and versatility. It's capable of gluing and forming boxes from 2 x 2 x 1/4" deep up to 14 x 7 x 3 1/2" deep twice as fast as older machines. It can handle two-piece boxes and covers, one-piece hinged-cover boxes and trays—for such varied products as cigarettes and chewing gum, food stuffs and fuel pumps.

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another reason why Western Waxed
packaging materials are the best

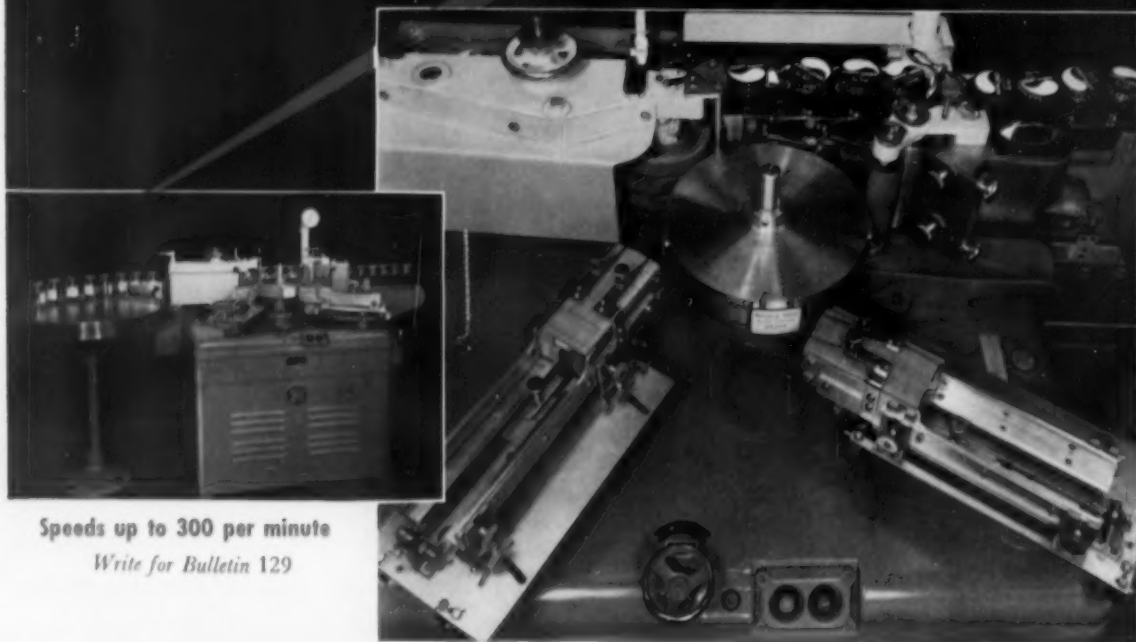
WESTERN WAXED PAPER
DIVISION CROWN ZELLERBACH CORPORATION



Lightning Labelers

DESIGNED FOR TOP SPEED APPLICATION

on round containers



Speeds up to 300 per minute

Write for Bulletin 129

Operating on an all mechanical, constant motion principle, these machines speed the labeling operation through their simplification of design and their own uniquely direct method of application.

A helical intake feeds and spaces the containers which travel straight through on a platform chain conveyor.

From a vertical gluing roll a uniform film of adhesive is transferred to segments of a glue cylinder. These glue faced segments then "pick off" labels from the reciprocating magazines. The glued labels are directly transferred to the containers by means of a

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Straight through without stop or pause — that's the answer to the Lightning Labeler's (1 and 2) smooth, uninterrupted delivery of containers with accurately registered, smoothly adhered labels. If your container is round, the Lightning's a machine you should look at, by all means!

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puts your product in selling shape!

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These are the solid reasons that account for the mushrooming popularity of vacuum-formed packaging.

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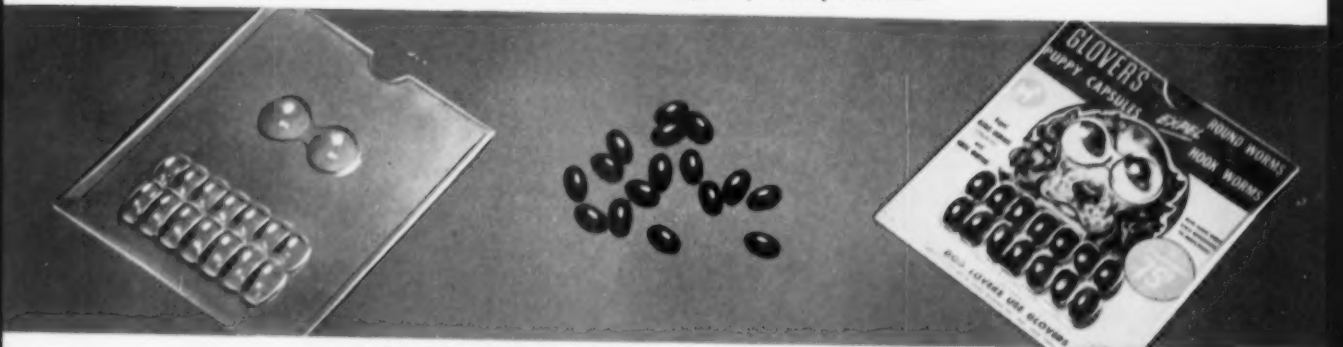
Imperial Pocket Knife, by Utility Printing



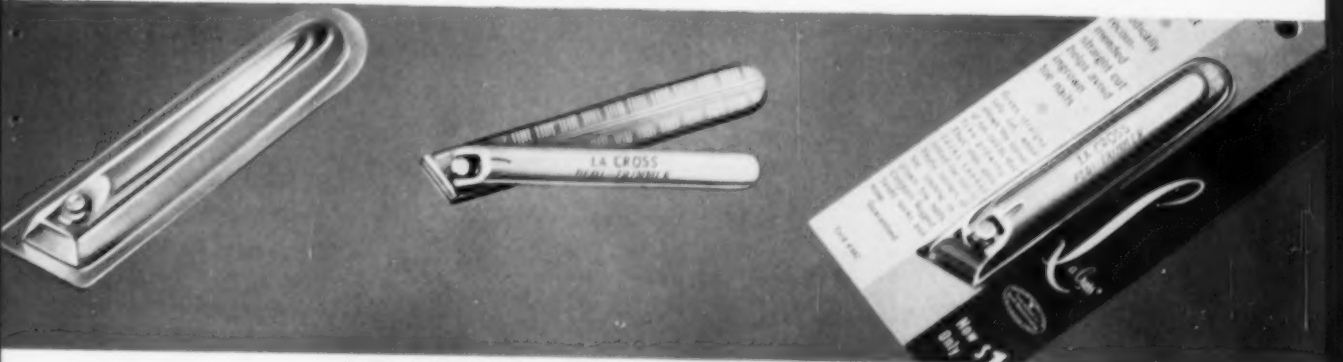
Buticaps, by Mechanical Products, Los Angeles, Calif.



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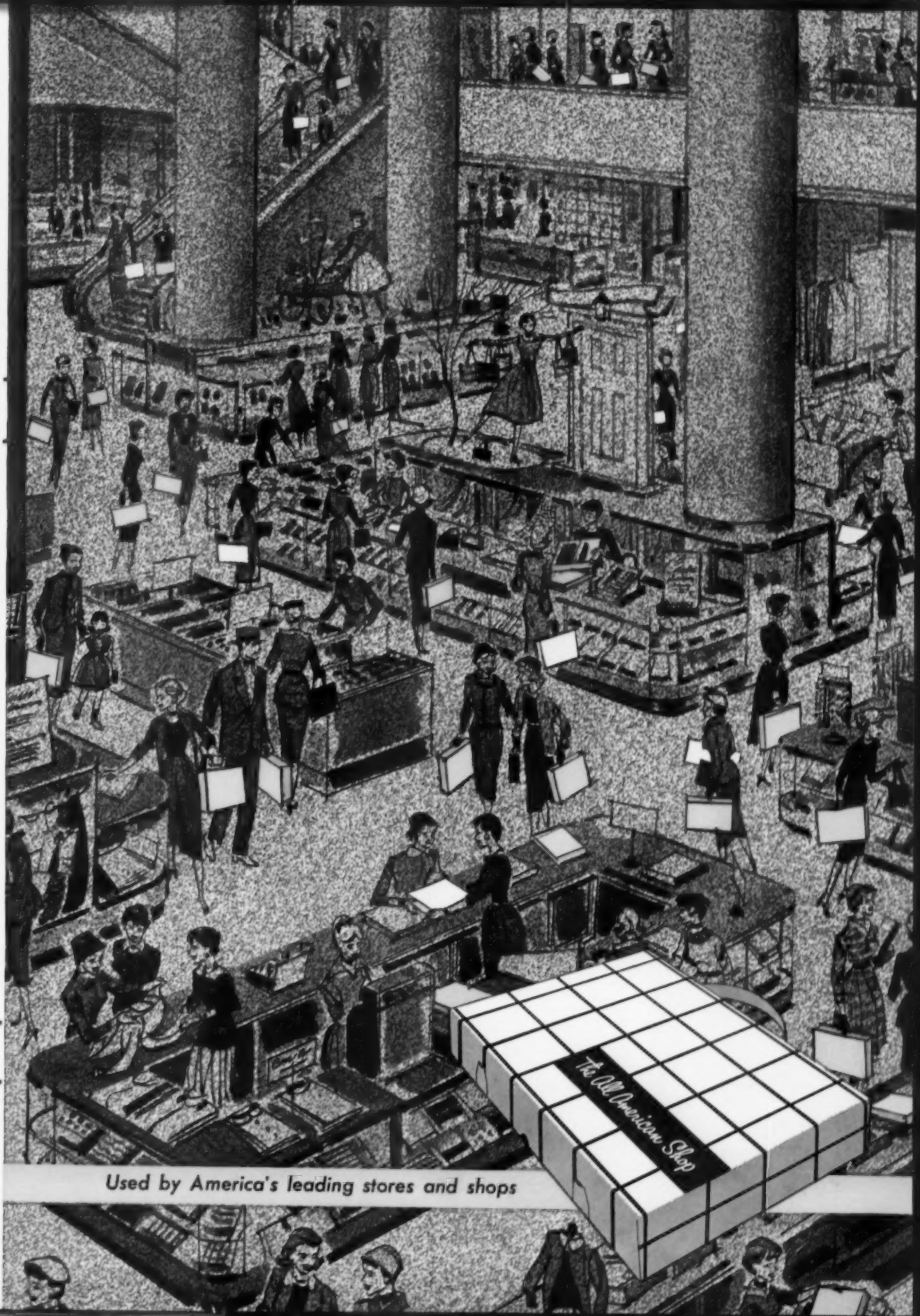
Many of America's greatest products go to market in "Cartons by Gardner"

GENERAL OFFICES: Middletown, Ohio—PLANTS: Middletown, Ohio; Lockland (*Cincinnati*), Ohio
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THE GARDNER BOARD AND CARTON CO.



Manufacturers of Folding Cartons and Boxboards



Used by America's leading stores and shops



*Perchies is a trade mark of Gorton-Pew Fisheries Company, Ltd.

Designed to Sell

Tonight's dinner is often suggested by the tempting full-color pictorial reproduction of a package design — such as this one for Gorton-Pew, printed by Nashua. And, the color uniformity of Nashua printed packages, wrapper after wrapper, inspires customer confidence.

At Nashua, responsibility for maintenance of color standards is entrusted to automatic control equipment. The *Viscotrol* (left), developed by Nashua, ac-

curately regulates color during an entire press run by providing a continuous automatic control of ink viscosity.

"The Power of the Package" to change buying habits and move merchandise is a story of Nashua control devices as well as high craftsmanship. Let a Nashua representative show you this presentation. Nashua Corporation, Nashua, N. H. In Canada: Canadian Nashua Paper Company, Ltd., Peterborough, Ontario.

40 YEARS OF CREATIVE PACKAGING

NASHUA
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MODERN PACKAGING

PHOTO COURTESY CHAIN STORE AGE, VARIETY EDITIONS



Heavy traffic, rivaling that of the supermarket, is typical of new check-out variety stores, which are springing up by the hundreds. This was opening day at Morgan & Lindsey store in Baton Rouge, La.

Check-out at the 5 & 10

*This swing to full self service
can be the biggest yet in impact on packaging,
for it affects no less than 40,000 items*

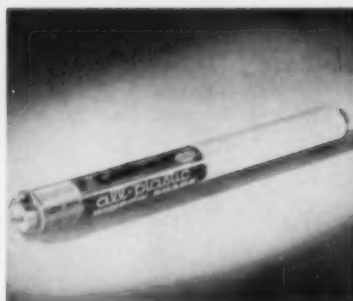
The variety store was the first retail outlet to use a rudimentary form of self service, but it has, strangely enough, been one of the last to go all the way. Completely self-service operation—which means centralized cash control by the use of check-out stands at store exits—has taken hold in the variety stores only in the last three years.

Now the trend seems to have built up a full head of steam and 100% self-service stores are springing up almost everywhere. And, as everywhere else, a

swing to self-service retailing has forced variety-store suppliers to look at their packages in a new light.

The lessons they are learning are important not merely to those packagers primarily interested in the variety-store field, but to all packagers everywhere. For, as has been frequently pointed out in these pages, self-service selling of some sort exists in all outlets today; it is only a question of degree. And the variety stores—rightly named—sell such a

Some typical packaging solutions of new variety-store selling problems



Transparent protection for window shades

Clopay Corp., Cincinnati, had been packaging its plastic and paper window shades in plain kraft paper wrappers completely lacking point-of-sale display appeal. Problem: Self-service shoppers often tore the packages open to see what was inside. Solution: Clopay now wraps shades in transparent coverings of polyvinyl chloride film, with color-coded wrap-around paper labels that make for easier stock-taking.



Smaller quantity for diapers

Riegel Textile Corp., New York, had been packaging its diapers in dozen units wrapped in printed cellophane. Problem: In self-service selling, cellophane breakage occurred frequently and many customers did not want as many as 12 diapers at once. Solution: Polyethylene was substituted for cellophane, a half-dozen quantity was adopted as the unit package instead of the dozen.

PHOTO COURTESY CHAIN STORE AGE, VARIETY EDITIONS



Customers carry the merchandise they select in hand basket like this or push it in supermarket-style carriers in new self-service units.

tremendous variety of goods, drawing from almost every field of manufacture, that they provide an unusually broad and important study of what it takes in packaging to sell anything, anywhere today.

"Some of our oldest suppliers have fallen behind in their packaging and we're beginning to look around for other sources," a top executive of one of the very largest chains told MODERN PACKAGING recently. Said another: "Many of today's packages leave a lot to be desired when they're put on a self-service counter."

What do the stores want in packaging to meet this new situation? They want the package to be:

1. Completely informative
2. Compact
3. Designed for vertical as well as horizontal display
4. Pre-priced or with a price spot
5. Pilferproof and tamperproof

These considerations apply generally whether the store is wholly or only partly self service. It sounds like the supermarket problem all over again. But it would be a mistake for packagers to assume that the answers are the same.

For background, it is necessary to probe rather deeply into the present confused situation of the self-service trend, the underlying merchandising principles of the variety store and the changing physical situation in the stores.

Not all the major chains are convinced that 100%



Plastic tubes for tacks

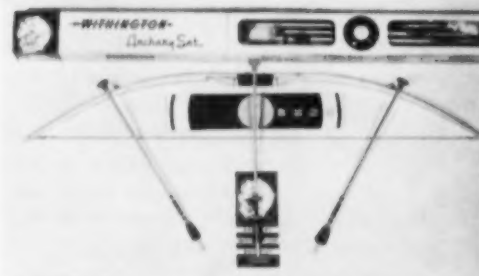
The Shelton Tack Co., Shelton, Conn., had been packaging its tacks, nails and screws in simple folding cartons. Problems: The more than 70 sizes and types took up too much retail counter space; individual items could not be seen by the customer. Solution: Extruded acetate tubes with colored caps were used, each selling for a dime; retailers were offered an assortment of display racks.



Combination packs for pencils and pens

American Lead Pencil Co., Hoboken, N. J., had not been packaging its low-priced pencils and pens. Problems: Unit sales were small; pilferage was high. Solution: Combination packs were adopted, one with pen and replacement point on a card inside a polyethylene bag, the other a folding carton with six pencils and a sharpener; both packages can be hung on self-service racks.

PHOTOS COURTESY WITHINGTON CO.



Window carton for archery set

Withington Co., West Minot, Me., had been packaging its children's archery sets in open-top trays with folding platforms. Problem: The various pieces were not locked securely in place; there was no place for price spot. Solution: Package was completely redesigned and a folding paperboard carton with small acetate windows was adopted; a target-like price spot gets instant attention.

check-out stores are the ideal form of operation for the variety field. Some favor a modified form.

Secondly, the kind of self service we are beginning to see in the variety store is not exactly the kind we have found in the supermarket. Most variety-store operators insist that their units will never entirely eliminate personal service.

Packagers must always keep in mind that the five-and-ten, however far toward complete self service it may go, is a unique animal. Its method of selling—or rather, the lack of selling—and the physical arrangement of its stores have always presented rather strict packaging requirements. Now, more than ever, packagers planning to make the variety store a target must aim very carefully.

Nature of the store

In 1879, when Frank W. Woolworth opened his original Five Cent Store in Lancaster, Pa., it was exactly that: a place where customers could buy a great number of things, none costing more than a nickel. The modern variety store is still the place where customers can buy an amazing variety of things, but there is no longer much of a limit as to price.

Upwards of 40,000 separate items, selling up to \$5 (and even more), may be carried in a large "five-and-ten" today—a tremendous number of things to be displayed, re-ordered and accounted for. Big and crowded as it may seem, the average-sized super-



Sampling corner for dry goods

The Lampert Co., New York, had been packaging its yard lengths of fabric in transparent overwraps. Problem: Self-service customers objected that they could not feel the fabric itself. Solution: A new, patented package was designed so that one corner of the material extended out through a small aperture and could be felt, yet the remaining fabric was securely wrapped.



Open-window box for rubber bath mat

Pretty Products, Inc., Coshoc-ton, Ohio, had been packaging its rubber bath mats flat, with simple paper wrappers. Problem: Flat mats took up too much space; when stacked, they lost all identity. Solution: Mats were rolled up, packaged in acetate-window folding cartons; stand-up carton flap simplifies removing packages from display.

Two Types of self service

Wrapping desks, to which customers bring items to be paid for and wrapped are a partial form of self service for the variety store.



PHOTOS COURTESY CHAIN STORE AGE, VARIETY EDITIONS

market sells only 4,000 to 5,000 items, at a much faster rate of turnover.

Yet variety stores seem to be ever on the alert for more merchandise which they can sell profitably. They are broadening out in new lines and new price ranges, and into wider assortments of the traditional items.

In the tremendous amount of traffic which flows through its aisles, the variety store also exceeds the supermarket. According to figures compiled by the Limited Price Variety Stores Assn., the industry's trade association, there were more than 6½ billion separate sales made in variety stores last year—an average of 41 sales for every single person in the country. This, no matter how you look at it, is a lot of traffic—and a lot of potential customers for any manufacturer's package!

Annual sales in the average variety store add up to about \$450,000, although there are many successful ones down around the \$100,000-a-year level and, at the same time, giant variety units—virtually junior-sized department stores—which top the million-dollar mark.

From the national point of view, the variety scene is dominated by about a dozen large chains, each operating more than 100 stores. The sales of these companies account for more than two-thirds of



Check-out counters at store exits give centralized cash control for 100% self service.

the nation's variety business and what they do sets the pattern for the rest of the industry. Largest of these chains is F. W. Woolworth, with more than 2,000 stores and sales that are more than twice those of its closest competitor, Kresge.

It has been the recent enthusiastic adoption of self service by several of these large chains—with Woolworth leading the way—which now marks it as a definite trend in the industry. With those still pondering the move, it is only a question of how far to go.

The principle of 100% self service is not as recent a development in this field as might be imagined. Smaller regional chains and independent stores began this kind of operation back in the mid-'30s, when it was widely believed that it was adaptable only to the small store. W. T. Grant Co. switched some of its smaller units to self service during World War II, primarily because of shortage of sales help. However, Grant reconverted most of these to conventional operation after the war and is now one of those who take a more conservative view of self service. However, although classed as a variety store, Grant is not typical; it sells clothing and furniture and other large items which take it almost into the department-store category.

Tightening profit margins in the postwar period

impelled several chains to experiment with various forms of self service. The big turning point came when Woolworth converted one of its New York City stores to full check-out self service in 1952. Since then, things have moved very rapidly.

Woolworth already has put check-out counters into 300 of its stores, with the total expected to be near 400 by the end of the year. Several other large chains have followed suit. One, McCrory Stores Corp., said in its most recent annual report: "At the present time, all our new stores scheduled for opening in 1955 will be designed for self service . . . It would seem that the only variety store not adaptable to self service is the store where volume in excess of a million dollars is anticipated and where the selling space is broken up and spread over more than one floor."

The total of completely self-service stores now runs into the thousands and more are being opened or converted daily. Add to these the even larger number of semi-self-service outlets and you have a retailing revolution that everyone who wants to package successfully for this market must consider.

Physical requirements

Despite its surface resemblance—check stands at the entrance and built-up package displays—a self-service variety store is far different from a supermarket in method of operation.

Most important, as industry executives are care-

ful to point out, is the fact that self service for them does not necessarily mean *less* service. In almost every case, the number of store personnel has not been reduced when self service has been adopted. Instead, girls have been transferred from spots where almost all their time was spent in making change and wrapping packages to places where they can be of positive help to customers.

Such departments as dry goods, apparel, paints and the like, where customers need to ask questions, can be better staffed. Freed from the routine task of standing behind an assigned counter, the sales force becomes more mobile. It can be shifted where it is most needed, or it can be free to perform the necessary "housekeeping" functions such as refilling stock, building displays, etc.

Physically, the self-service variety store is, of course, tailored to fit its particular location and sales volume. However, in most cases "self service" implies a battery of check stands at the entrance, a supply of hand baskets or supermarket-style push-carts for customers and the elimination of the traditional "clerk aisles" in the centers of hollow squares of flat display counters. With the disappearance of the clerk aisle, a whole new assortment of display fixtures has found its way into the variety store. The way in which a package is displayed may be wholly changed.

The basic new fixture is the back-to-back counter. Essentially, this is a conventional variety-store

Gone is the clerk when new kinds of variety-store fixtures are used. Clerk aisle between counters is eliminated in favor of two-side vertical package display. Typical types of fixtures are gondolas with price molding (left) and movable racks which are designed for flexible display arrangements (right). Here the package is on its own.

PHOTOS COURTESY CHAIN STORE AGE, VARIETY EDITIONS





Bell Electric Co.



The Resinite



John Dritz & Sons



Tip-Top Products Co.



Arrow Fastener Co.

Prize-winning packages in their product groups in annual *Variety Store Merchandiser* competition held this Spring, these exhibit the package features which operators of variety stores say they want for self-service selling.

Judged among the best variety-store packages

counter with the center aisle eliminated and additional over-counter shelves added.

Other fixtures are becoming popular, too. Grocery-type gondolas, "lowboy" counters, flexible wall shelving—anything, in fact, that can help to squeeze out that extra inch of display space. Self service, with these new fixtures, can increase by 40% the available package display area in conventional stores.

This new display setting is one thing which packagers should take most careful note of. For the combination of more self service and an entirely new set of display techniques can easily make obsolete a package (or a product that has never needed a package) that has always been successful in conventional variety stores up till now. A package, for instance, whose only identifying label was on the top surface may find itself on display on a shelf where only its end is visible.

Even where check-out stands have not appeared, the familiar clerk-aisle counter is vanishing. The girls are being moved out from behind the counters and into the aisles, where they can better serve a larger number of customers. And the newer kinds of display fixtures are being adopted.

Most popular approach along the path of partial self service is the use of area cashier-wrapping desks where customers may bring merchandise they have selected with or without sales help.¹

Pilferage and pricing

The first view of a self-service five-and-ten arouses two quick questions: "What do you do about pilferage?" and "Isn't price marking a lot of trouble?"

These are both problems, it is true, but variety operators have been pleasantly surprised to discover that, with proper attention to packaging, neither is as formidable as might be expected.

Pilferage has always been a variety-store bugaboo. But most self-service operations are finding it no [Continued on page 234]

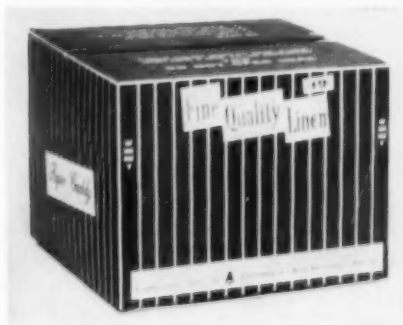
¹See "Seats and Self Service," *MODERN PACKAGING*, Dec., 1954, p. 87.



Complete assortment of four styles, ready for counter selling when corrugated carton is opened and top folded back to form shelf and riser.



Re-use package that serves as convenient dispenser for the writing paper is made in company's own plant from one piece of die-cut and scored board.



Charcoal and pink printing on display shipper gives pleasing color appeal. Dealer cuts perforated lines to open.

Upgrading stationery

Handy desk-caddy packages that come in ready-to-set-up display find a new market in drug stores

Today, a new package approach is often the only way to invade a new market. An example of this is found in a line of stationery sold in handy, new re-use desk-caddy packages offered in an eye-catching, self-selection corrugated display deal ready for counter selling on opening.

The new packages are being marketed by Bell Engraving Co., New York, and sold through Rand Sales Co.

Bell Engraving is a big producer for the 5-and-10s. For 20 years it has been selling conventional cellophane-wrapped packages of writing paper, suitable for variety-store bins and shelf stacking in other outlets.

When the company decided to branch out into drug stores this year, it was apparent that something out of the ordinary was needed to crack this highly competitive field.

Stationery for these outlets today has to be a self-selling impulse item. It has to be presented in a way that's easy for the retailer to handle and that is unusually attractive to the shopper.

The gimmick that Bell Engraving devised is a colorful paperboard caddy which holds a cellophane-wrapped quantity of 24 sheets of paper and 24 envelopes. A die-cut, gold-colored, black-printed, aluminum-foil label inside the cellophane designates brand name and quantity. The caddies create not only an appealing setting for the stationery on the counter, but they may be re-used on the home desk as a convenient dispenser for the paper. The caddy is of special one-piece, die-cut, folding-box construction, designed and manufactured in the company's own plant.

There are four caddy designs in different colors to harmonize with four varieties of stationery which have been styled to meet average consumer require-
[Continued on page 229]

New Old Dutch

*The famous trademark now shows her face,
and turns out to be a pretty girl,
chasing grime with a touch of her wand*



Face to her public, the gay new Dutch girl carries a wand to suggest that Old Dutch Cleanser "chases grease and grime" just like magic. A new 22-oz. giant size is now being offered in addition to the smaller, familiar 14-oz. can.

For 50 years, the Dutch girl on the Old Dutch Cleanser package has hidden behind a white cap, "chasing dirt" with a stick. Today she turns her face to the public and carries a magic wand to signify the ease with which the new, improved product "chases grease and grime."

This dramatic transformation of one of the country's most familiar trademarks* is further striking proof that no package can endure without change. It shows how skillfully modernization can be achieved without the slightest loss of brand identity or recognition value.

Old Dutch Cleanser got a new boss last May when it was purchased by the Purex Corp., Ltd., South Gate, Calif., from Cudahy Packing Co.

First move of the new management was to subject Old Dutch to thorough product and package scrutiny.

The many changes in housekeeping methods over the past 50 years have called for cleaning products to meet these changing needs. Over the years Old

* See "Old Dutch Cleanser," *Packaging's Hall of Fame*, MODERN PACKAGING, Oct., 1949, p. 112.



Dutch—oldest and first of the household cleaners in powder form—had kept pace with formula changes to meet new demands.

Yet the Dutch girl trademark, it was felt, made heavy work out of "chasing dirt" in an era when every woman is looking for ways to make housework easier. The old-fashioned trademark tended to belie the complete modernization of the formula. Something more descriptive of the modernized cleanser that Old Dutch is today was needed.

Stiff competition among the continually increasing number of household cleaners also pointed to a revitalization of the historic trademark to stimulate consumer interest.

What was more logical, then, than to transform the trademark silhouette of a stocky woman shaking a stick into a slim modern girl waving a wand to suggest that Old Dutch Cleanser chases grease and grime like magic?

Thus, the famous "old girl" who once appeared on posters to sell War Bonds, who was used by Puck in 1912 to lampoon Teddy Roosevelt's trust-busting, and who has been a world-wide good will ambassador "chasing dirt" in French, Spanish, Portuguese, Chinese and Japanese, is no more. In her place is a gay, happy-faced girl depicted in a much larger illustration than the one used formerly. Yet the transition has been made so that the same identity and memory value are still there.

In the new trademark illustration, the heavy hood on the Dutch girl's head has been replaced by a perky cap with wings folded back to reveal golden hair and a mischievous, happy, young face. The dress is still dark blue, but a brighter blue than on the former package. And the trade name stands out printed boldly on the perky full skirt that nips a tiny waistline and reveals a swish of white petticoat. A white collar and saucy white apron complete the costume. And the familiar red wooden shoes now move in a spritely step.

The new blue, white and red trademark stands out vividly against the familiar yellow background of improved color value. Sell copy is printed in red and in a white block on the blue skirt.

Changes in the lettering of the word "Dutch" are hardly discernable, yet a comparison of old and new reveals improved sharpness and clarity. Instructions for use are placed on the side areas of the label, between the illustrative treatment, occupying less than one-third the space required before.

The original name, "Old Dutch Cleanser," in recent years was changed to "New Old Dutch Cleanser." By dropping "new" and toning down the "Old" by means of black printing on the blue, Purex Corp. places major emphasis on the words, "Dutch Cleanser," while retaining the trademark.



For 50 years the stocky old girl had been "chasing dirt" with a stick. Now she is gone, but her lissome successor carries on the memorable Old Dutch identity and recognition.

The red, blue and yellow of the Purex Old Dutch Cleanser label are the same colors used on other Purex household products. Thus is provided good continuity and promotion value on the shelf for the whole Purex "family" of products.

Package construction has not been changed. The spirally wound fibre container with metal ends, which the company itself manufactures, has found favor with consumer and trade alike.

The company is currently marketing Dutch Cleanser in a new 22-oz. giant-size container in addition to the familiar 14-oz. size.

For special introductory offers, two can bands now featuring the new Dutch girl are being used. One holds three regular (14-oz.) cans; the other, two 22-oz. cans.

Credits: Label designed by Alfred Sterges Associates, 439 S. Western, Los Angeles, Calif., and printed by Stecher-Traung Lithograph Corp., 274 N. Goodman St., Rochester 7, N. Y.

Introductory offers feature the new trademark on can bands, one for three 14-oz. cans, the other for two 22-oz. giant-size cans.





Slick cover with luxurious lustre appearance adds pleasant sense of touch to Cannon gift boxes. Once the shopper has package in hand, its "good feel" may clinch the sale.

High-gloss cartons

*New cast-coated boxboards,
with special inks, have over-all lustre
with feel of plastic laminations*

How important is the sense of touch in clinching the sale?

It goes without saying that a package must look good to the shopper, but packagers in many fields are beginning to recognize that a pleasing reaction in the customer's hand may be as essential as good looks. Both of these luxury qualities have been achieved to a high degree by Cannon Mills in the packaging of Cannon's new "Blue Lustre" line of 1955 towel gift sets, one of the company's three principal gift lines for this year's market.

Covers of the large, rectangular, two-piece folding cartons for this line are as slick as the slickest magazine cover stock—a luxury quality achieved by the use of a new cast-coating process applied to paperboard that imparts extremely high gloss and lustre to the board.

The effect is one that heretofore has usually been achieved by the use of plastic laminations or by the use of a glossy tight wrap on set-up boxes.

And while cast-coated, high-gloss paperboard has previously been used commercially for cartons, re-

portedly the secret of the over-all gloss effect of the Cannon packages was the development of inks that meet the requirements of keeping a high gloss after drying. Previous inks on high-gloss board had a tendency to dull the gloss over the printed areas.

The high-gloss inks on the Cannon boxes represent months of experimental work by the company which manufactured the board and fabricated and printed the boxes, as well as the company that coats the board.

It was necessary for the ink maker to develop inks using only the most transparent pigments available so that the gloss of the board would enhance the gloss of the ink.

These inks were specially adapted to the printing requirements of the board as well as to the type of equipment upon which it was printed. By screening many varnish materials, the right combination was found which gives, with the transparent pigments used, a clear, glossy print of great depth. Finally, compounds were added to prevent the rubbing and scuffing of the ink as one carton is moved over the other.

The Cannon line consists of five different-sized boxes produced in eight different designs, all two-color printed in turquoise and black on white cast-coated board with use of white areas as the third color. And the boxes are probably among the largest that have been made of cast-coated, high-gloss board—the box dimensions in some instances ranging from

a length of 23 in. and measuring up to 15 in. wide.

This new boxboard is higher in cost than conventional boxboard, but very worth while in terms of sales appeal, according to Dorrit Osann, director of package design for Cannon. Planning the design for two-color printing and using the same colors throughout helped offset the additional cost of the board.

Box bases are of a "picture-frame" construction, showing the merchandise within the frame. Since they require cellophane overwrapping in any case to hold the merchandise securely in place, Cannon decided that the bases could be made of regular white, machine clay-coated board, printed in the same colors as the high-gloss colors, thus achieving gloss in this instance from the cellophane overwrap itself.

The box designs are planned to appeal to a variety of different shopper tastes with the following eight themes: Laurel Leaf, Leaves, Two Birds, Bird Cage, Cherries, Clover, Ferns and Peonies.

Store buyers have been most enthusiastic about the new Cannon high-gloss boxes, which are further enhanced by luxury touches including satin ribbons dyed exactly to match the colors of the towels as well as smartly styled die-cut label tags.

Credits: Board and cartons by The Gardner Board & Carton Co., Middletown, Ohio. "Kromekote" cast coating by The Champion Paper & Fibre Co., Hamilton, Ohio. Inks by Ander Chemical Co., Cincinnati, Ohio.

Eight designs are all two-color printed in turquoise and black on white cast-coated board with use of white areas as contrasting third color. Special inks deep gloss after drying, so that board retains its lustrous appearance.



Industry Survey



Wines

What happens when a tradition-bound industry gets caught in giddy competition for the most-lavish package? Here's the story

It's a curious thing how, in an industry where packaging is normally bound pretty closely by tradition, all rules seemingly are thrown to the winds for just a couple of months each year.

In packaging, the wines and liquors industry basically is one of the most conservative. Wine-bottle designs generally follow traditional shapes of European ancestors. Certain shapes distinguish certain products. Liquor labels express age, as synonymous with quality; modern design is abhorrent.

Yet today, the \$5-billion wines and spirits industry—particularly the whiskey part of it—has found itself caught in an annual pre-Christmas battle royal for fabulous glamour gift packaging the like of which is seldom seen even in the cosmetics industry.

There's a lesson here for packagers in all fields.

For what's going on among distillers can crop up almost anywhere—and the one who starts it probably benefits the most.

Usually, this relatively new kind of competition in packaging is by the little fellow trying to get a market foothold. If he's successful, one competitor after another is forced to bring out an ever-more-fabulous package; it becomes a deadly serious game of "Can you top this." This is what has happened in the liquor field.

Spirits

Up to about 10 years ago, the nation's makers of whiskies never gave really serious concern to gift packaging. Then suddenly it became so serious that a couple of years ago a few leaders made a concerted effort to call a halt. It didn't work. This year the

Big trend this year is toward bottles with functional modern forms—a complete break with the traditional and the ornate.



and liquors



decanter-and-gift-carton race is hotter than ever and was prime topic of conversation at the late-summer previews.

Packagingwise, it's the outstanding problem in the liquor field, worked on the year around. Cost-wise, according to certain leaders, it can make or break not only individual companies, but the whole industry. (A decanter bottle alone can cost from two or four times as much as a standard bottle.)

But it's a package supplier's paradise. Millions are being spent on new and more elaborate decanters. One this year has a concealed music box in its base that plays "How dry I am" and "For he's a jolly good fellow." Nearly every distiller is using beautifully printed, full-color cartons. And there are extra touches such as hand-applied, gold-colored caps and hand-applied, die-cut foil labels.

The importance of meeting and bettering competition in the holiday market is understandable when it is realized that 35% of whiskey sales are concentrated in the last two months of the year. But beyond that immediate objective, each distiller sees his big splash at Christmas as a means of bolstering brand prestige in year-round sales—which for domestic whiskeys were off about 6% volumewise, between 1953 and 1954.

The nation's leading package designers are employed to create the dazzling array. Research experts are sent all over the country to probe into consumers' hidden desires.

And whether or not purchasing and production departments like the extra expense, and whether or not retailers like to carry double inventories through the holiday period, consumers apparently do want fancy liquor packaging. And they are fickle. Brand loyalty means little when it comes to picking the most impressive gift package.

It's the objective of each company to steal the spotlight for the season, in the same way that Brown-Forman apparently did last year with its revolu-

Standout last year was Old Forester decanter, shown as revised for 1955. New version has wider lip for re-use as a vase and glass stopper that becomes a jigger when the cork is removed from base. A metalized band at the top completely hides the bottle closure.



Quart-size decanter, also showing this year's "new look" influence, for Four Roses gift whiskey is Frankfort Distillers' bid to trade-up on a higher profit item.



Distillery-wrapped gift packages which the customer can take right out of the store without further wrapping is Hiram Walker's answer to retailer needs. Wrapping is done completely by machine, believed to be one of the largest machine gift-wrapping operations on record. Removable cellophane overwraps carry brand identity, comply with Federal regulations. Close-up shows a ribbon-tied, foil-wrapped package with cellophane overwrap removed.

tionary "new look" Old Forester decanter design.¹

At least a half-dozen of this year's decanter designs show the influence of last year's tall, slim, unadorned modern decanter created for Old Forester. And the use of decanters is spreading out farther and farther this year into the popular straights and blends, with Schenley offering decanters for at least 10 brands, including Schenley Reserve, and Calvert introducing decanters for Calvert Reserve and Lord Calvert.

Four Roses, top seller in the gift field, is coming out with a decanter for a quart size reportedly to spur larger-unit sales. This, along with cartons designed like florist boxes to hold multiple units of fifths or pints, called "A Dozen Roses," Frankfort Distillers believes, puts Four Roses in a position to attract gift purchases in a price range to suit all pocketbooks. The popular fifth bottle in its colorful Four Roses gift carton, popular for so many years, of course, is being continued.

Of the "big four" distilling companies, only Seagram and Hiram Walker still stay aloof from the decanter race. But this does not mean that they are not deep in gift packaging.

Seagram, biggest in the industry, has consistently refused to adopt decanters for its American brands, saying that Seagram's enviable sales records needed no such help. But Seagram's sales apparently have been slipping a bit too. This brought conjecture among the competition as to what Seagram would do this year. Late in August Seagram announced it would not have decanters, but would continue its use of gift cartons.

Gossip in the trade has it that Seagram wanted to do what Hiram Walker is doing, but got started too late to set up production.

Hiram Walker's coup

Unlike anything ever offered before, Hiram Walker is introducing a complete line of distillery-wrapped gift merchandise, using no decanters except limited quantities of the Walker Deluxe decanter. And all of this wrapping is being done by machine on specially installed cartoning, wrapping and bow-tying equipment that meant tearing apart whole sections of the company's Peoria, Ill., and Walkerville, Ont., distilleries to make room for the production, plus building a brand new railroad siding to handle the gift-packaged shipments.

Hiram Walker officials believe this is the first time any manufacturer has attempted to pre-gift wrap merchandise completely by machine and make it available on a nation-wide basis. The operation is one that may have far-reaching impact, not only on liquor gift packaging, but in offering a mechanical method for pre-wrapping gift packages of household textiles, confectionery, clothing and many other items.

The distinctive new packages are being used on all Hiram Walker brands except gin. Each package consists of the standard bottle enclosed in a plain white carton by means of a specially designed cartoning machine. The filled carton, in turn, is machine wrapped with an exclusively designed decorative paper or paper-backed aluminum foil and tied, in some cases, with ribbon, also mechanically applied. And finally a printed cellophane overwrap containing brand identification and other informa-

¹ See "Decanter Without Clutter," MODERN PACKAGING, Dec., 1954, p. 110.

tion to comply with Federal regulations is applied automatically.

The cellophane can be removed once the sale is made and the customer has a beautifully wrapped package ready for presentation as a gift with no advertising or trade identification on the decorative wrap. The dealer does not have to supply a wrap at a time of the year when he has no time for wrapping. Nor need the shopper feel impelled to put on his own gift paper.

After Christmas, if the retailer prefers to display his merchandise without the gift wrapping, he has only to tear it off.

Hiram Walker has been working on this program for three years. In its studies it found that the most frequent request from retailers was for gift-wrapped merchandise that could compete with the high-style offerings of merchants in other lines, yet would not take the retailer's own time, during the busiest selling season, to put on the wrap. The company also wanted to eliminate January inventory hangovers.

Early this year when it came time to work on the project, however, Hiram Walker found itself against a stone wall.

Hand wrapping on this scale was out of the question. Machines to do the job were not yet produced. By assuming a share of the engineering and developing costs and offering a sizable sum for the machines, the company says it was able to proceed. Twelve outside companies had a part in the development of the machines to form cartons, apply wraps, ribbons and cellophane, and to pack the completely wrapped packages into shipping containers.

The investment will run into millions, says Hiram Walker's president, Ross Corbit—"an indication of

our faith in this method of packaging to help our retailers do more business with less effort and expense."

Glenmore Distillers, Louisville, Ky., just before World War II was among the first to show the effectiveness of liquor gift packaging with a pottery jug for Glenmore bonded bourbon and a glass decanter jug for Kentucky Tavern. With the postwar lifting of glass restrictions, more and more decanters for bonded brands appeared each year, but nothing much happened to the big-volume, low-margin blends until Schenley came out with a gift decanter for its popular-priced blend, Schenley Reserve, in 1953.²

That broke the blend barrier. But competing distillers, at first, threw up their hands in horror. The margin for packaging expense on these low-priced whiskies, they said, just wouldn't stand it. They pointed to mounting dealer complaints against the "double inventory" situation in an effort to dissuade the rest of the blend makers from going to decanters.

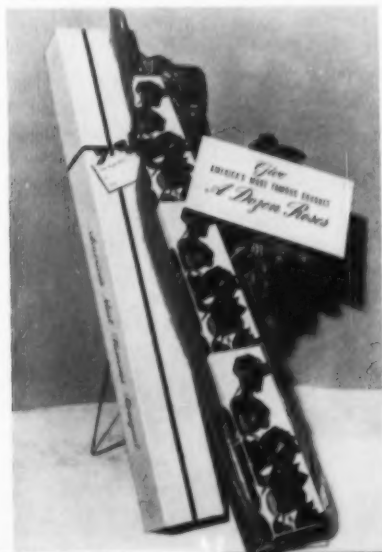
But they reckoned without the power of consumer demand. Gift buyers, in every price class, wanted the most elegant-looking package they could get and competitors couldn't stand by and watch one brand take all the business. Soon the race was on—to newer and more attractive decanters and cartons, and now to the pre-gift wrap.

Year-round stock

Basic changes in standard liquor packaging have been few, yet it seems clear that the holiday packaging is being reflected in improved design all along the line. An increasing number of brands are ap-

² See "Decanter Boom," MODERN PACKAGING, Dec., 1953, p. 100.

Handsome cartons adorn most of leading brands. Long florist box promotes three fifths or pints of Four Roses in the company's famous gift cartons as a "dozen roses." Seagram's Golden Gin private-mold bottles show off to advantage in an open-sided carton, with die-cut flaps to secure the bottle. An Old Taylor decanter is reproduced in full color on its gift carton.



pearing in new custom-mold bottles, many of them with a decanter feeling, such as the new Fleischmann's gin bottle introduced during the past year and a new Early American bottle for Carstairs just announced. There is also a desire for improved label design to give higher quality appeal.

The power of tradition in bottle and label design is still very strong. Liquor customers want their purchase to look aged and rare, and designers in this field have been expert at exploiting this desire, while at the same time meeting modern principles of legibility, brand distinction and "sell." When the war forced all liquors into stock bottles, they preserved their traditional look with labels alone; but when private molds were again permitted they were



Convenience is offered by 6% ozs. of Meier's sparkling wines, offering just enough for a couple glasses without having to open a large bottle that will go flat if not used. Bottles are miniatures of the traditional fifth sizes.

PHOTO COURTESY SHERRY WINE & SPIRITS CO.



Traditional look in the wine industry is synonymous with quality. Most wine bottles are shaped like their European ancestors, just as American wines have taken names of European wines. Certain shapes identify certain wines.

quick to return to them because of the distinctive appearance of a custom-designed bottle.

In their effort to increase volume, some distillers have been successful in promoting (where legal) pint and less-than-pint sizes, sold in counter units convenient for creating impulse sales. The theory is that if you can get a shopper to try your brand, he is likely to come back for more.

Attention has been paid also to packaging methods that make it easier for the dealer to order in split-case lots. By fractionalizing the case into six-pint units, Brown-Forman not only has solved the split-case problem for wholesalers, but offers retailers a ready-made counter display.²

Distillers, where the law permits, are heavy users of displays and are quick to see the advantages of new materials to dramatize their products. An interesting example is a plastic display piece used for Hunter's—one of the most striking of the new metalized applications of vacuum-formed plastics.

Wines

Generally speaking, Americans favor spirits rather than wines. This fact is quite apparent by the breakdown of national sales figures. Less than \$1½ billion of the \$5-billion total spent annually for wines and spirits goes to wines.

American wine growers have done some magnificent labeling jobs and have been most successful when they employed the traditional look of European wine packages.

Wine bottles today—except for a few standardized containers for popular-priced table wines—pretty much follow design concepts that have been established for years, in the same way that American wines, themselves, have taken the names of European wines.

Producers of domestic champagnes and sparkling wines have found it advisable to duplicate as closely as possible the labels, bottles and corks of the French imports. The traditional look here is synonymous with quality; the consumer has been found definitely resistant to "modern" design. One break from tradition appears to be making headway—the use of polyethylene closures to replace corks on champagne bottles—a practice first adopted four or five years ago by California champagne producers. The plastic stoppers still pop, but reportedly the pop is not quite so resounding. A better closure is provided, it is believed, because it can be more uniformly produced. It reportedly imparts no taste or odor to the wine and is easier to remove.

At least two West Coast wineries have taken a bold step in introducing low-priced wines in 12-oz., cone-topped cans, similar to soft drink and beer [Continued on page 236]

² See "Fractionalizing the Case," MODERN PACKAGING, JUNE, 1955, p. 122.



Cartons in color increase Revere Ware sales by encouraging by-the-set purchases. Kitchen Jewel Chest (left) and All-Purpose set (right) use folding cartons of heavy corrugated, with die-cut platforms. New compact Good Cook's Set has slotted tray into which individual pieces are slipped for display.

COLOR PLATES COURTESY REVERE COPPER & BRASS



Paul Revere rides again

Changing merchandising conditions arouse this 154-year-old company to the value of consumer appeal in packaging of Revere Ware

Although it has been in business successfully more than a century and a half—since its founding by Paul Revere in 1801—Revere Copper & Brass, Inc., only recently has had to learn the plus value of good consumer packaging. Late though it may have been in getting started, Revere has come a long way in a short time.

Revere's consumer line is the very popular Revere

Ware kitchen utensils, made of stainless steel with "copper clad" bottoms to give better heat distribution. These were introduced to the public in 1939 and are produced by the firm's three manufacturing divisions in Rome, N. Y.; Clinton, Ill., and Riverside, Calif.

Without the use of anything more than the most basic kind of package—a plain printed corrugated

carton—Revere Ware has soared upward since its introduction onto the market just 16 years ago to a place where it can claim to be the largest selling kitchenware product in the country.

But, not content to rest on its laurels, Revere has lately seized upon better packaging as a way of doing even better. Back of the change is the realization that, with the decline of clerk selling in all types of stores, pots and pans are no longer just stockroom items, sold by clerks from counter samples, but must be out on the sales floor in their packages, ready to attract and appeal to the self-serving customer.

A number of colorful cartons for sets of Revere Ware pieces have been introduced. Boxes used for individual open-stock utensils have been completely redesigned. And, in an interesting departure from standard practice, Revere has developed its own line of miniature pots and pans for children—all potential householders—and has packaged them in

attractive cartons that are done in the same style as grown-up Revere Ware.

Up until very recently, Revere Ware's packaging had been on the plain side. Individual utensils were shipped in cartons printed in one color with only the Revere Ware seal and the item number and name on the end flaps. Two or three years ago, however, Revere decided that better packaging would be of definite value.

Actually, the idea of making up a Revere Ware set was not entirely new. A "beginner's set," consisting of a sauce pan, skillet and double boiler, all packed together in a single carton, had been on the market for some time and the sales were quite encouraging. In fact, the dealers who were promoting the set were showing the best sales records.

So an attractive, well-packaged set seemed to offer real sales potential. One important factor was the nature of the market for Revere Ware; the company knows that a large percentage of its products

Like mother's are these miniature versions of Revere Ware sets. Manufactured and distributed by Revere itself, they are more than just toys; they are builders of future business.



Carton becomes stove when child turns it over. Reproductions of burners and separate "control panel" make up this toy kitchen set. Each of the utensils can be used for real cooking, too.

are bought for use as gifts, particularly to engaged girls and brides. A good-looking carton showing off a gleaming set of assorted Revere Ware should be more likely to attract gift buyers than the utensils alone, displayed in hit-or-miss fashion on a store counter.

So, in 1953, Revere began a new package-design program, under the direction of C. M. McCreery, vice president in charge of manufacturing divisions, and Albert Greacen, advertising manager of the Rome Mfg. Co. division. First of Revere's new multiple packages to go on the market was the "11-Purpose Set," including five cooking utensils: 1- and 3-qt. covered sauce pans, 8- and 10-in. covered skillets, a 1½-qt. double boiler and a specially designed steel hanging rack.

In a striking departure from previous practice, the display carton was produced from 200-lb. white corrugated board, printed in deep maroon and light blue, using a repeated pattern featuring Revere's famed Minute Man trademark. This was essentially a giant folded box in construction, made from a single sheet of board folded to produce double-thickness walls to give extra protection. Outer dimensions of the carton were 20 by 28½ in.

The five utensils were fitted into openings in a die-cut platform set into this carton. To show off its bright copper bottom, the largest skillet was placed upside down in the center of this platform, with the four other utensils grouped around it. As shipped from the Revere plant, all of these were wrapped in tissue paper, with the covers of the four smaller ones inverted so as to take up less room. If a dealer wished to open up one of the cartons for use as a display, he unwrapped the pieces and replaced the covers in normal position.

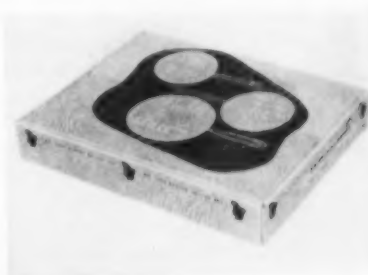
Special bases were provided under each of the items so that, although they were of different depths, the utensils would all have their covers lined up evenly when the carton was open for display. A rectangular piece of kraft board—chemically sulfur-free so as not to discolor the copper—was placed on top of the carton's contents and this was topped with a printed headpiece, which the retailer could fold and set up to make a counter display. For shipping purposes, the whole works was then enclosed in an outer carton of plain kraft board.

Sales of this 11-Purpose Set, which could double as display piece and shipping carton, were very [Continued on page 226]

Redesigned cartons for individual open-stock utensils feature Minute Man trademarks in red, with name, size and stock number on all panels. Revere's new Patio Ware cartons have wood-grain design and drawing of contents.



Revere's first venture into combination packaging was "11-Purpose Set."



Open and closed, this one-piece corrugated carton with self cover for three-piece Skillet Set is similar to that used for Good Cook's set.



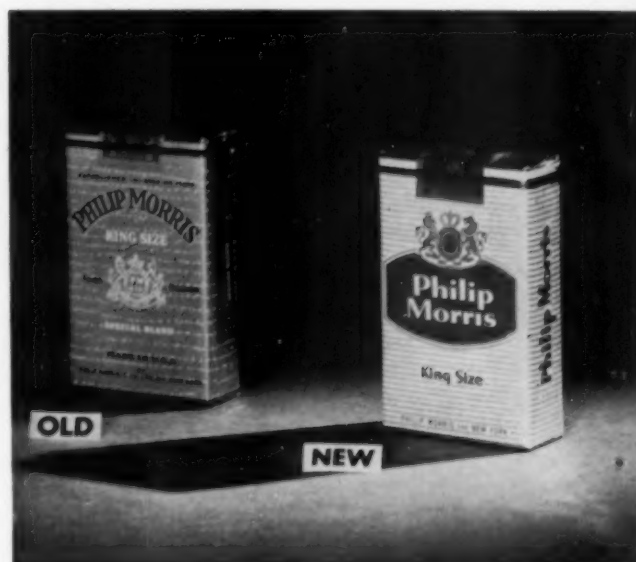
Solid copper hangers, similar to picture hooks, come in folding cartons with acetate windows. They also come with the newer sets.



New Phillip Morris

First significant package design change among major brand cigarettes since "Lucky Strike green went to war" during the early '40s is the appearance of an entirely new Philip Morris package minus the familiar tobacco brown. In 1,300,000 outlets, Philip Morris regular and king-size cigarettes are now in a new red, white and gold package representing two years of the most intensive consumer, market and design research to meet the demands of "up-to-date merchandising." Reportedly, more than 1,000 design variations were considered before final selection was made. The Philip Morris name, formerly in capital letters on a curved line, has emerged in two lines of caps and lower case in white on a red oval cartouche. The crest, simplified and strengthened, is printed in gold as an integral part of the cartouche. A white background with gold tracer lines was selected to suggest "mildness, elegance and high quality."

Credits: Design program by Egmont Arens, New York. Wraps printed by The U. S. Printing & Lithograph Co., Cincinnati, Ohio.



Design

Histories

New aid for artists

A new polyethylene dropper bottle for Carter Ink Co.'s Black India Drawing Ink will be welcomed by artists and draftsmen. The new easy-to-use container is designed for filling reservoir pens, lettering pens and drawing instruments. It is made to deposit just the right amount of "black India" where it is wanted and eliminates the need for using quills and separate droppers. The white polyethylene container is made with a pointed applicator tip that can be pinpointed to the spot where the ink is needed. The tip is directed to the proper spot and the polyethylene bottle is squeezed to dispense just the amount of ink needed. The ink itself is reported to be "electro-polarized" to prevent settling that might affect its flow. A red urea plastic cap covers the applicator. The design, which appears in black against the white plastic bottle, features an outline illustration of a drawing instrument extending from the top of the black band into a circular spot that pictures use of the applicator container.

Credits: "Bracon" polyethylene bottle by Bradley Container Corp., Maynard, Mass.
Cap by Colt Mfg. Co. (Plastics Division), Hartford, Conn.



Aerosol deal topper

Colgate Palmolive Co. has neatly solved the problem of a premium offer on an aerosol container with a cleverly designed die-cut and scored card that does a dual job of providing a display and an order form, with no coupon handling by the dealer. This card—currently offering a peppermill and shaker set with the purchase of "Florient" aerosol air deodorant—fits over the collar of the can and is held in place under the plastic cap. Front of the card illustrates and describes the offer. At the base of the card, copy reads, "Use handy order form on back of this tag." Back of the card provides space for the purchaser to fill in name and address.

Can and card are pre-assembled at the plant so that retailers have no extra work in setting up the units on counter, shelf or island rack. A score line permits each card to be folded down over the top of the cans so that the retailer has no stacking problem.

Credits: Display card by Brooks & Porter, Inc., New York. Aerosol containers by Crown Can Div., Crown Cork & Seal Co., Philadelphia.



Design

Histories

Personalized in gold

The shopper may "personalize" his gift by writing a message in 24-karat gold on a candy box introduced by Hollingsworth's of Atlanta for its assortment known as "My Hobby Box." Versatility of this idea to express sentiments for all occasions right on the box itself, the company believes, will give the product a special appeal that will create an even larger market for the already popular assortment.

Space for the message is provided by means of gold-treated band placed across the upper left corner of the box. The purchaser merely uses an ordinary pencil to write whatever he desires. When the band is removed, his handwriting appears right on the box in attractive gold coloring.

At the point of sale, the new idea is being promoted with a counter display that holds a box of the candy. Back piece of the display shows how to "Write Your Own Words in Gold" and suggests the package "For All Occasions."

The new package is being supported by a heavy advertising program on television and in newspapers.

Credits: Lithographed display by Williams Printing Co., Atlanta, Ga.



Low-cost squeeze bottle

Polyethylene bottles suitable for very low-priced items are suggested by a new light-weight polyethylene container adopted for Koops' Prepared Salad Mustard put out by Holland Mills, Inc. In 4-oz. size, the Koops' polyethylene bottle weighs only 7 grams, in contrast to 16 to 20 grams for other polyethylene bottles of the same size—more than a 50% reduction in weight. Koops' mustard in a polyethylene bottle is retail priced at from 17 to 19 cents, depending on the type of distribution. The cylindrical shape with a chamfered shoulder reportedly provides sufficient strength despite thinner walls and enables the container to stand up under the filling process. Silk screening of the bottle at first presented a problem, as the light-weight walls would not withstand usual flame treatment or rotating pressures usually exerted during the screening. Research and experimentation finally overcame these problems. The new light-weight bottle is reportedly more transparent and easier for achieving a quick, sharp squeeze.

Credit: Polyethylene bottle by W. Braun Co., Chicago.



Design

Histories

Beer-carrier realism

The Terre Haute Brewing Co. has livened up the six-can cartons for Champagne Velvet Gold Label Beer by developing a series of four different designs that tie in with fishermen's interests. An unusual method of photography and printing has resulted in cartons that appear to be made of wicker, canvas, cork and wood grain, with realistic-looking fishing plugs against the various backgrounds.

To achieve this effect, 20 of the most popular fishing plugs were selected, posed and photographed against four different backgrounds. Actual samples of wood grain, cork, canvas and wicker were chosen for backgrounds. Each style of carton in the series was given a different "personality" by arrangement of the plugs. The natural effect of the printing, it is reported, results from making gravure separation negatives direct from the subject.

Unmistakable brand identity is provided by the circular Champagne Velvet trademark design—a dark circle with the letters "CV" in reverse—on each panel of the cartons, integrated unobtrusively with the design. On the wicker basket design, variety is achieved by a reproduction of the



beer can label. The other cartons carry the Champagne Velvet name in bold type, together with trademark design and company slogan.

Favorable reaction to the new cartons, from both the trade and consumers, has been reported.

Credit: Cartons by Gaylord Container Corp., St. Louis, Mo.

Shaker-top on salt

A new shaker convenience has been added to the standard pouring-spout salt package by Leslie Salt Co., a leading West Coast supplier of table salt. This new, two-way top, now used on the Iodized Leslie Salt container, represents a major improvement in salt packaging aimed at increased consumer appeal. The housewife may use the regular pour spout for spoon and cup measurement, while the shaker insert may be used for seasoning while cooking. Basically, the package is the standard round salt container with the standard aluminum pour spout, plus a 1½-in. polystyrene plastic dial insert in the top of the container opposite the spout. The dial is a two-piece closure with shaker-type holes which can be rotated to open or closed position. Leslie Salt Co. which makes its own cartons, had to redesign its production line so that this new feature could be incorporated in the container. This low-cost package top is reported to withstand more than the average six weeks' use salt containers receive.

Credits: Plastic shaker made by Columbia Basin Plastics Co., Portland, Ore.



Design

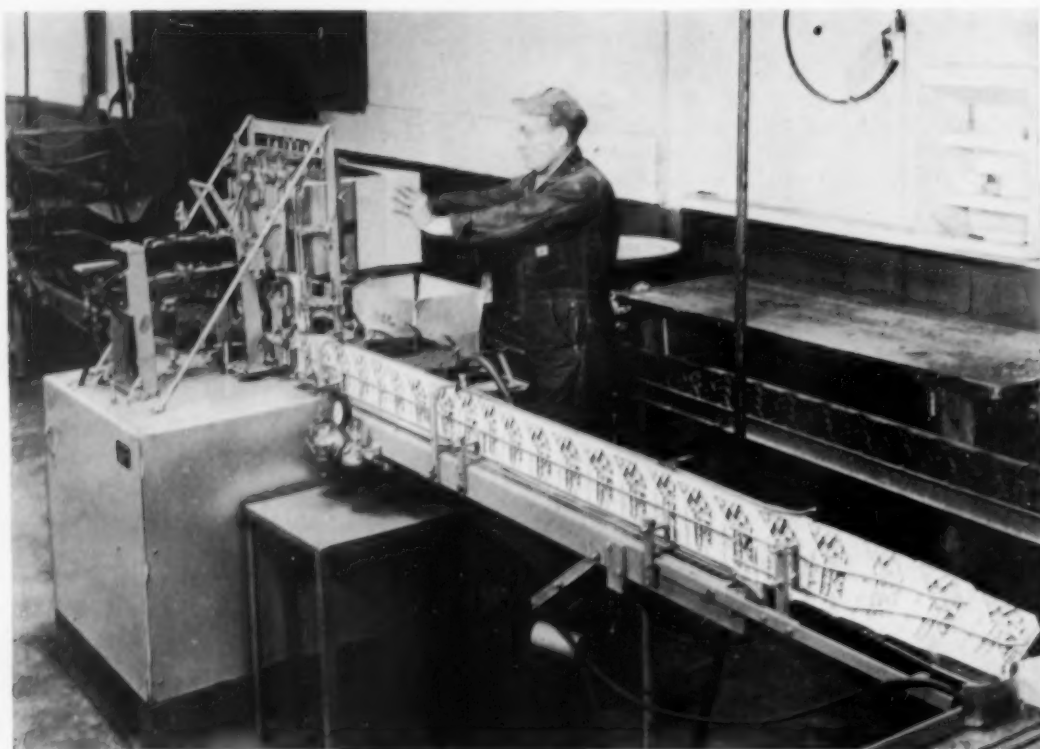
Histories

Polyurethane applicator

A packaging use for polyurethane plastic has been found as a sponge applicator for a hair touch-up preparation called "Light and Bright" marketed by Richard Hudnut. While other materials could have been used, polyurethane was selected in this case primarily because of its clean, sparkly white appearance, plus the fact that it permits the right flow of material and is chemically inert to the ingredients in the product. The applicator assembly consists of a polyethylene collapsible tube and threaded screw cap molded in one piece with tubular exterior end into which the polyurethane sponge is held securely without adhesive. Secret of this achievement is a set of four prongs molded inside the tube which tightly retain the sponge.

Credits: Applicator cap by Pharma Plastics, Inc., Baltimore, Md. Applicator tube by Bradley Container Corp., Maynard, Mass. Carton by National Folding Box Co., Inc., Sub. Div., Federal Paper Board Co., New York. Bottle by Carr-Lowrey Glass Co., Baltimore, Md. Cap by Armstrong Cork Co., Lancaster, Pa. Cellulose band by I. E. duPont de Nemours & Co., Inc., Wilmington, Del. Label by A. L. Reid Corp., New York.





Single worker at Western Frozen Foods now handles casing task formerly requiring eight for hand work. He needs only position the empty case; the rest is automatic. Speed is up to 240 cartons per minute.

A casing problem solved

*Flexible grip of new automatic machine
for the first time permits mechanical loading
of bulging frozen-food packages*

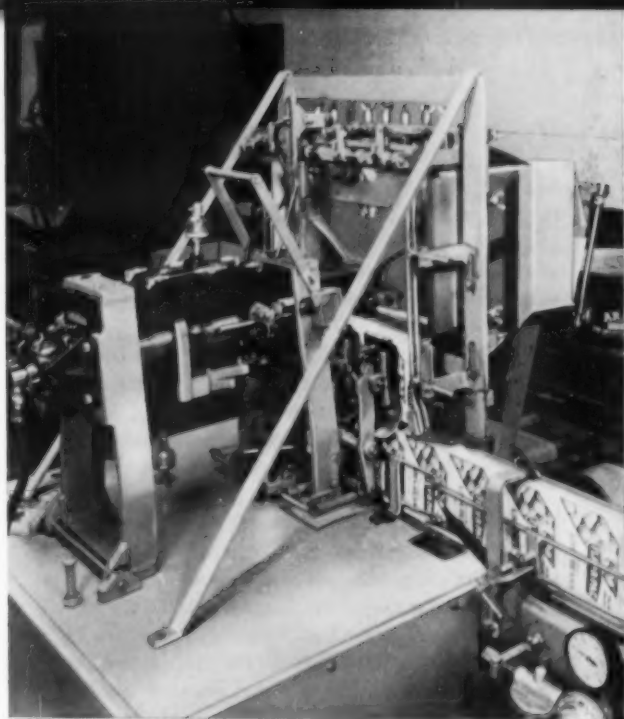
Freezing obviously preserves frozen foods. But it also causes them to expand within their containers, bulging either the ends or the tops of individual packages. Such unavoidable distortion has made conventional mechanical casing of frozen-food packages extremely difficult. So, until recently, even the most automatic frozen-food packaging lines have ended rather ignominiously with a group of workers tediously casing the chilly packages by hand.

If a pun may be excused, this is no longer the case at the plant of Western Frozen Foods in Wat-

sonville, Calif. A year ago Western installed, on a trial basis, a new type of high-speed automatic caser. Today this caser is handling Western's complete output of consumer-size cartons, some 80% of its volume. The machine has cased as much as 100,000 lbs. of frozen food in a two-shift day.

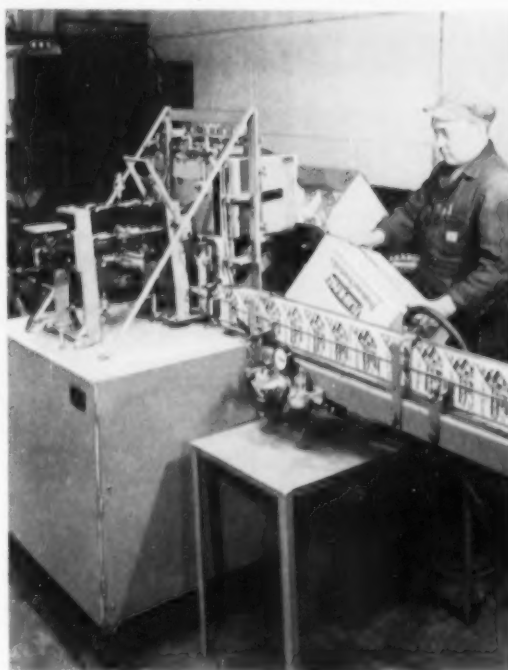
Since then, more than a score of other firms have adopted similar units, not only for frozen foods, but also for such products as dried fruits, cake mixes, sugar, soap, rice and spaghetti dinners.

While later models embody some modifications,



Close-up of mechanism shows in-feed conveyor, from right; assembly and elevator section, which gathers six cartons, three over three, and then elevates them to loading tube; pusher plate in forward position shoving a tier into tube, and shipping case held in position by arms of case lowerator which later will deposit filled case on discharge conveyor to case sealer. Machine itself is air activated. Secret of success with bulging cartons is spring loading of assembly mechanism and plates forming loading tube.

After filling, the case is automatically lowered to discharge conveyor and the operator is then ready to slip a new case onto the loading tube.



PHOTOS COURTESY FOOD MACHINERY & CHEMICAL CORP.

all of these machines consist of three main components: a feed conveyor designed to position and align the packages for proper gathering; the casing mechanism itself, with its elevator, assembly rack, pusher plate, loading tube and "case lowerator," and a discharge belt which removes the filled shipping cases to a case sealer. Capacities of these casers, according to the manufacturer, run as high as 240 packages per minute for frozen foods. Maximum and minimum speeds are governed by the package size, the casing pattern used and the output of other machines in the packaging line.

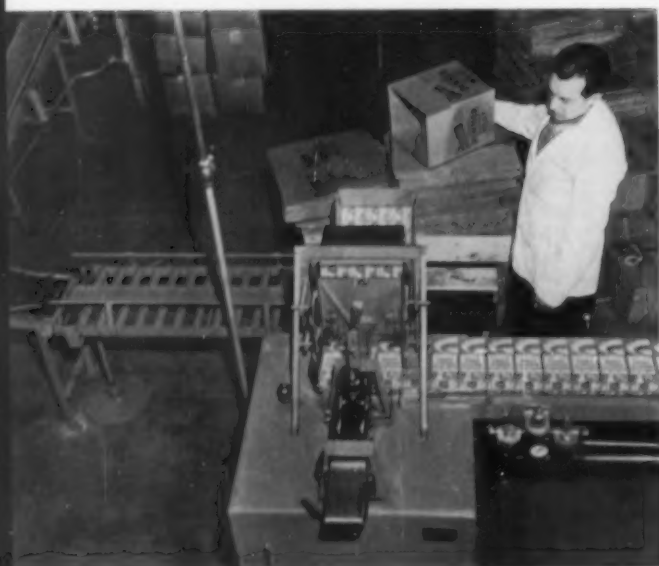
Each caser is built for one size of package only, though minor package depth adjustments may be made. Therefore, to utilize its caser fully, Western has standardized the width and length of both its consumer cartons and its shipping cases. The tier pattern for Western's 24-carton pack is two by four, three deep and two by three, two deep for its 12-carton pack. Change-overs from one size to another take just five minutes, says O. L. Moulthrop, Western's vice president in charge of production.

Success of the caser with previously hard-to-



Flow of cartons to cases and cases to sealer is continuous. Both conveyors are powered by a single $\frac{1}{2}$ -h.p. electric motor. Note that the in-feed conveyor turns cartons from flat to upright, to fit this particular case-loading pattern. The machine is adaptable to various loading patterns and Western uses it for both 12- and 24-carton cases.

*Three other users
have differing installation
and loading patterns*



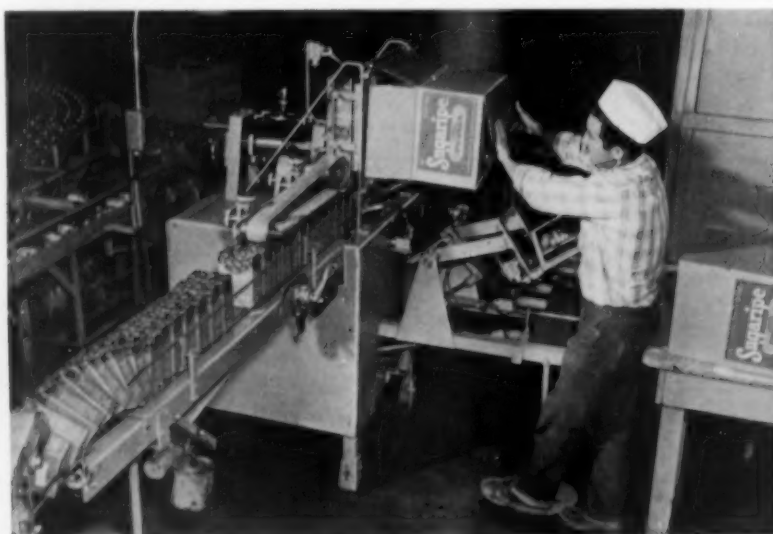
Chef-Boy-Ar-Dee spaghetti dinner cartons at American Home Foods are cased lengthwise so price spots on top will be bared for marking.

handle frozen-food cartons is credited by Mr. Moulthrop to two features. First of these is its elevator and assembly-rack system, which gathers each tier of cartons in ready-to-case form. The second feature is the case-loading tube, actually made up of spring-loaded finger plates which "give" slightly to accommodate minor variations in the package size.

"By flexing enough to take care of the bulge in the carton, yet still holding it firmly," Mr. Moulthrop points out, "the fingers in the loading tube solve the distortion problem that licked most previous frozen-food casers."

Casing begins at Western's plant when the cartons and their freshly frozen contents are dumped onto an accumulating table. Here a male worker pushes them into the conveyor feeding the caser. Four cartons—the number required to complete one row in the case—are conveyed into the elevator section. As each row is gathered, it is elevated into the assembly rack above. During their upward movement, the cartons depress a line of spring-loaded "dogs" which snap back out after they have passed. These metal dogs or catches then act as miniature shelves to support the row of cartons in the rack until a complete tier pattern is formed.

When this has been accomplished, the pusher plate automatically shoves the completed tier out of the assembly rack and into the feed end of the loading tube atop the caser. As each new tier is placed in the tube, it pushes the tier ahead one package space forward, thus loading the shipping case which



Sugarripe Prunes, at Rosenberg & Bros., employ a compression belt just ahead of caser to insure sealing of carton flaps. Photo gives view of lowerator mechanism, ready to rise and hold empty carton.

has been fitted onto the discharge end of the tube.

Loading tubes on later models of the caser accumulate just one case load at a time and are completely emptied during each cycle of the casing operation.

Only one worker is needed to man the caser. His task is simply setting up shipping cases and slipping them onto the loading tube. As the case meets the tube it trips a microswitch. This causes the arms of a "case lowerator" to swing up and support the still unsealed bottom of the case. It also permits the machine to complete the next phase of its cycle, the pushing of the tiers making up the case load out of the loading tube and into the shipping container. When the case is fully loaded, the lowerator arms swing down and ease the case onto the discharge belt which conveys it to an adjacent case-sealing machine.

Safety features of the caser provide that it cannot unload until the tube is completely filled and a case is in position to receive the load. Loading patterns may be adapted by the manufacturer for either top or end loading of cases, as desired, and with any surface of the carton toward the opening side.

At Western Frozen Foods, according to Mr. Moulthrop, adoption of the new caser freed seven women workers for duty elsewhere in the plant. Formerly these women, plus two men unloading freezer trays and one man setting up cases, were all used in manually casing the cartons.

Now one man at the caser and the two unloaders

do the work 10 people did before and, he says, do it better.

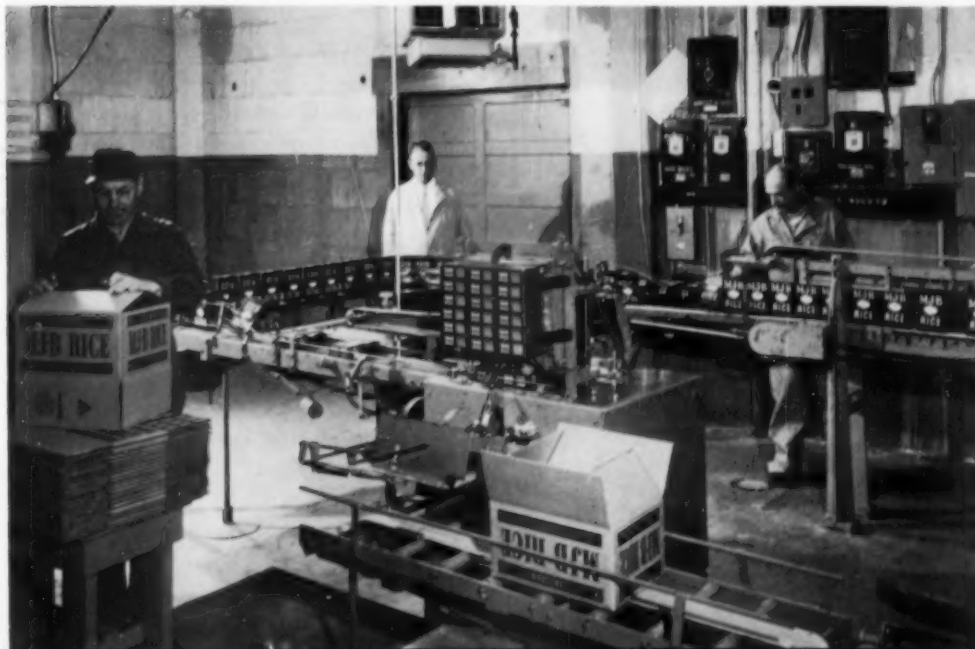
"With the new caser we also have gained a substantial saving in floor space," Mr. Moulthrop says. "The new method takes just 150 sq. ft. as compared to more than 800 sq. ft. under the old manual method. The old way also stripped and marred many labels and was haphazard as far as getting all of the cartons in the case right side up was concerned. Our machine caser has eliminated 95% of this trouble."

Also praised by Western's production chief and other users is the caser's simplicity of operation, maintenance and clean-up. A single $\frac{1}{3}$ -horsepower electric motor drives both the feed and discharge conveyors. Individual self-lubricating air cylinders actuate the package elevator, pusher plate and case lowerator. Only four points on the machine require occasional manual lubrication, while clean-up consists primarily of removing wrapper wax deposits from the conveyor rails.

Just as pleased are the caser's manufacturer and his sales agents. With more than 95% of the nation's consumer frozen-food pack, according to estimates, still being manually cased, not to mention the potential market for casing non-frozen items, they expect a bright future for machines such as this one.

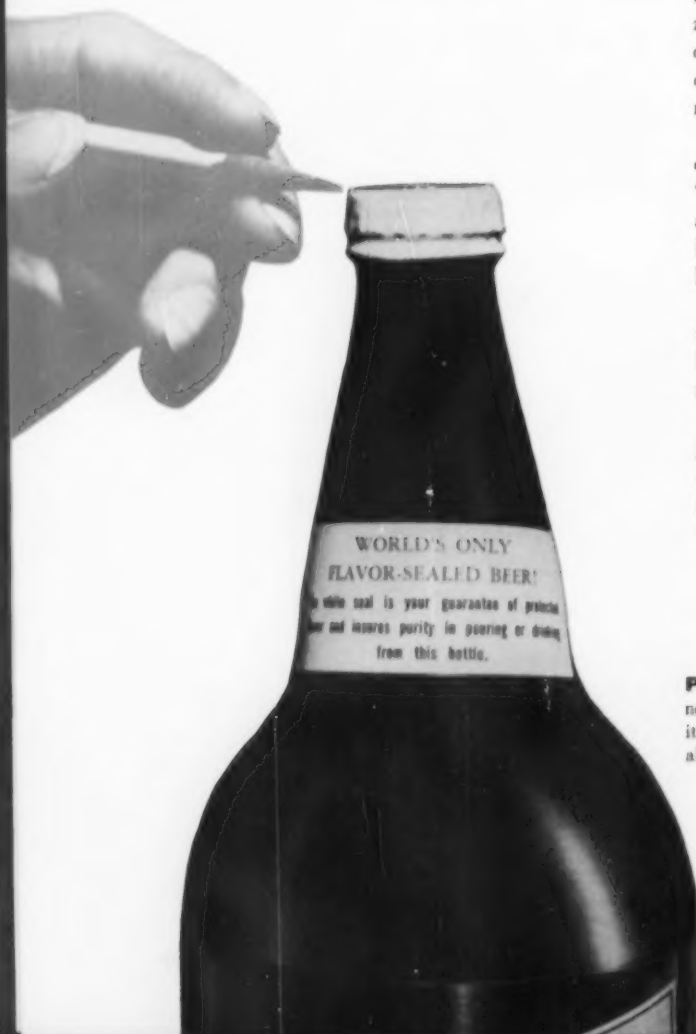
Credits: "Sure-Way" package caser sold exclusively by Food Machinery & Chemical Corp., Canning Machinery Division, San Jose, Calif., and Hoopston, Ill.; manufactured by Salwasser Mfg. Co., Reedley, Calif.

M-J-B Rice, at M-J-B Co. in San Francisco, uses double twist in U-shaped in-feed conveyor to put sealing weight on top as well as on bottom flaps and, finally, to lay cartons flat for lengthwise insertion into the case. This rear view photo shows the loading tube filled and ready for receiving a new case.



BANDED BEER

*Pfeiffer Brewing becomes the first to add
the protection of a cellulose band
to beer caps; operates 15 automatic machines*



Johnny Fifer, the gay, fife-playing character shown on the label of Pfeiffer's beer, is piping a happy tune these days about a new packaging development the brewery hopes will boom sales.

For Pfeiffer Brewing Co., Detroit, has become the first American brewer in this highly competitive industry to adopt shrink-type cellulose bands to protect its bottle closures—and has installed a record-breaking battery of machines to apply them automatically. Fifteen automatic banders (11 more are on order) are now working around the clock applying seals to millions of beer bottles at Pfeiffer breweries in Detroit and in St. Paul, Minn., where the new package was first introduced.

So important does the company consider its new package feature that it has built its entire advertising and promotion program—in newspapers, magazines, radio and TV, outdoor billboards and car cards—around the trim, white band that covers part of the cap and bottle neck. The product is now promoted as “Pfeiffer's Flavor-Sealed Beer.”

This message also is brought directly to the beer drinker on a special neck label, which says, in part: “The white seal is your assurance of protected flavor and insures purity in pouring or drinking from this bottle.” The seal comes off with the cap when the bottle is opened.

The section of the bottle neck covered by the band is never touched by hand after sterilization, since bottling, capping and sealing are all done automatically.

Pfeiffer is applying the plain white bands to its jumbo quart, 12-oz. export, one-way non-returnable and 7-oz. bottles. Each bander unit automatically applies the bands at the rate of approximately 75 per minute. All of the units, except one, are installed in

Purity and flavor story, told by separate neck label, is expected by Pfeiffer to make its new cellulose closure seal, now used on all of its bottled beer, a big sales booster.

tandem to maintain line speeds of 260 per minute or more.

The bands, in roll form, are fed into position over the bottle before being cut to precise length. A star wheel feed indexes the bottle into position to receive the band, which is opened by a combination of mechanical and vacuum actions prior to the accurate positioning of the cut band over the bottle. The band is then mechanically stripped off a plunger over the bottle neck and cap.

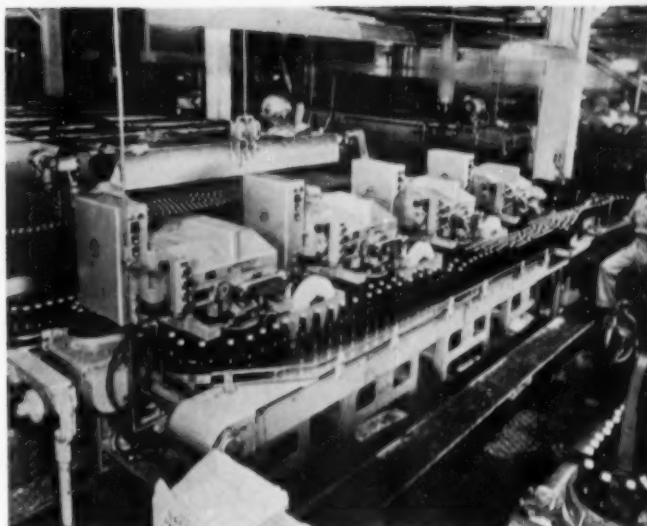
Simple attachments on the banders permit quick change-over to the different-size bottles and, if necessary, to different-size bands. Operators are required only to renew the rolls of banding material and supervise operation of the banders. They are usually free for other duties on the bottling line.

In most automatic or manual banding operations, the bands, which are applied moist, are left to dry in the shipping cartons. As they dry, they shrink tightly around the bottle necks. At Pfeiffer's, where fast production is a necessity, special electric ovens have been installed to dry and shrink the bands tight within a few seconds after the bottles leave the banding machines.

The type of automatic bander used by Pfeiffer* also can be equipped with an electronic feed mechanism to register and cut off printed cellulose bands automatically. In this type of installation, an electric eye determines each band length before cut-off to insure positive registration. The machine also can be equipped with a bottle-spotting mechanism to position the bottle itself accurately with relationship to the printed band. This is important to distillers who must band their bottles so tax stamps are visible

[Continued on page 249]

* See "Automatic Cellulose Banding," MODERN PACKAGING, Nov., 1954, p. 124.



Batteries of machines, fully automatic, handle cellulose banding in pace with high-speed bottling lines. Four of the machines are shown, in foreground, in Detroit line, Pfeiffer all told has 15 of the banding machines and 11 more on order.

PHOTOS COURTESY OF PFEIFFER



Three of the bottles which carry the white-banded crowns and "flavor-sealed" story, Pfeiffer's one-trip beer bottles are similarly handled.

Workings of the automatic banding machine are explained by Hans Goetz (left), Pfeiffer's bottling superintendent, to Frank V. Hamilton, general superintendent.



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Modern

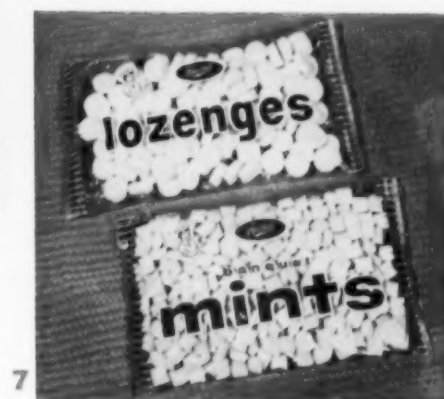
Packaging

Pageant

- 1 Murray Biscuit Co. reports packaging costs reduced 10% and labor costs 25% by mechanical high-speed production of new crimp-sealed, printed cellophane packages for Tom's Big Deal marshmallow pies and King Size marshmallow sandwiches. Wraps, Atlanta Film Converting Co., Atlanta, Ga., using American Viscose Avisco 300 MS-8 cellophane.
- 2 Rotogravure cellophane overwraps for E. J. Brach's Orange Sticks candies vividly illustrate product origin with an orange tree, its fruit in cross section and pieces of candy. Design, Feldkamp-Maloy, Chicago, Wrap, Milprint, Inc., Milwaukee.
- 3 New foil labels with full-color illustration against the silver background reflect the quality of Larsen Co.'s "Freshlike" Tiny Tot selected creamed peas.

Label, The U. S. Printing & Lithograph Co., Cincinnati, Ohio.

- 4 First two items in National Paper Corp.'s Swanee line of paper products to appear in redesigned packages show a distinctive new trade-name logo-type backed by an alternating striped "S" motif. Background colors correspond to the pink, yellow, green or blue colors of the products. Design, Lippincott & Margulies, New York. Wraps, Bristol Paper Products, Inc., Long Island City, N. Y.
- 5 New foil dispenser cartons reportedly get Mullen Container Corp.'s Tone Disposable Handkerchiefs into outlets where they were previously not sold. Simply tucking under front edge of bottom panel makes carton a dispenser for pulling out individual



Modern

Packaging

Pageant

handkerchiefs. "Gair-Reynolds Foilene" carton, ACM Div., Robert Gair Co., Inc., New York.

- 6 Crystal Cream & Butter Co.'s butter cartons now picture appetite-appeal vignettes of the product in use—a marked trend among butter packers. Cartons, Fibreboard Products, Inc., San Francisco.
- 7 Trend to easy-to-see product names for supermarket confectionery packages is evidenced by extra-bold lettering in metallic inks on these duplex, easy-to-stack cellophane packages for Bunte Bros.-Chase Candy Co.'s new Tiffany candies. Bags, Cellu-Craft Corp., Flushing, N. Y., using DuPont cellophane.
- 8 New glass barrels give distinction to Mt. Olive Pickle Co.'s line of glass-packed pickles. Vacuum

closures carry the message, "Send 10 cents for easy-opening lid flipper." Glass, Owens-Illinois Glass Co., Toledo. Closures, White Cap Co., Chicago. Labels, Piedmont Label Co., Bedford Va.

- 9 A colorfully designed corrugated carrying container of one-piece construction packages an eight-piece set of children's orchestral records for Simon & Shuster, Inc., called "A Golden Record Chest." Self-locking top and bottom speed packing time and no interior packing is needed. Container, Hinde & Dauch, Sandusky, Ohio.
- 10 Polyethylene bags printed in red, white and blue now package the American Beauty Macaroni Co.'s spaghetti and macaroni products. Strength of the film reportedly eliminates package breakage or

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Modern

Packaging

Pageant

weakening. Bags, Shellmar-Betner Flexible Packaging Div., Continental Can Co., New York.

- 11** Stripe-printed aluminum foil gives new high-quality appeal to Delson Thin Mints package. Foil also is said to assure freshness for a longer time. Foil wrap, Reynolds Metals Co., Louisville, Ky.
- 12** First premium on back of the new Wheaties carton (see "The Face," MODERN PACKAGING, Sept., 1955, p. 123) is a blackboard writing surface specially developed to take chalk and erasures. Non-smudge surface is achieved by a special combination of inks created for this purpose.
- 13** A globular jar replaces the more conventional shape for Elars Products' Emco White Petroleum Jelly.

Full identification appears on the new deep blue and white lithographed metal screw cap. Cap, Crown & Seal Co., Inc., Baltimore, Md.

- 14** Becker Pretzel Bakeries, Inc., has emphasized color and animation in redesigning its snack-foods packages. Trademark is now a lively chef. Conventional price patch is now a porker or a slab of cheese. Design, William L. Schneider, Baltimore. Printing, C. E. Stevens Bros., Inc., Baltimore, and Columbia Paper Products Co., Baltimore.
- 15** A new Pinky Lee doll appears to be actually telecasting in this folding carton simulating a TV console, with "screen" of clear acetate. Identity with NBC is provided by using the letters as part of the design. Design, George Reiner, New York. Cartons,



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19

Modern

Packaging

Pageant

Coates Board & Carton Co., Inc., Garfield, N. J.

16 The trend to use of screw-type closures that consumers prefer is seen in this new easy-to-open cap for J. M. Smucker Co.'s new giant-size 20-oz. jar of Smucker's Old Fashioned Preserves. Lithographed metal closure calls attention to the "New Twist Off Cap." Cap, White Cap Co., Chicago.

17 A 28% sales increase followed introduction of these new polyethylene-coated paper pouches for Chef's Foods pancake mixes. This represents the first package change in the 31-yr.-life of these products. Each pouch contains enough mix for 12 to 15 pancakes and is said to offer excellent moisture resistance. "Cencorap" pouches, Central States Paper & Bag Co., St. Louis, Mo.

18 Boland Mfg. Co.'s artificial snowflakes, called "Snow Fakes," are made of polyethylene and are packaged in a bag of the same material. Bags have copy, printed in red, pointing out that the product is non-toxic, decorative and economical. Bags made by Clear Bag Co., St. Louis Park, Minn., using Visking Corp. Visqueen "C" polyethylene film.

19 Influence of convenience foods on packaging is indicated by two new Domino cartons, featuring full-color food illustrations for the first time. Domino Confectioners 10-X Powdered sugar, designed for creamier, no-cook icings, shows tempting devil's food cake. Instant sugar package illustrates uses for instant sweetening of cereals, fruits and iced drinks. Both packages have Domino's easy-to-open feature with fold-down waxed glassine liners.



Intriguing labels give the illusion of actually seeing product inside the can, due to placement of full-color product vignette, white background and color block. Note taped, two-can deal at left.

Frozen products incorporate convenience features. Foil-wrapped chicken chow mein at left contains two portions. Cantonese Dinner is on compartmented aluminum plate, as seen on foil wrap. Waxed-paper-wrapped chow mein at right has three package compartments.



Chun King sells—and how

*Packaging ideas have boosted
this new company to the top in its field;
here are the latest*

An attractive label bearing a tempting picture of the appetizing product the package contains, in an integrated display set-up that catches the consumer's eye and then leads it subtly from one related food item to another—that, in a nutshell, is the packaging secret in the rapid success of Chun King Sales, Inc., Duluth, Minn., now a leader in the American-Oriental foods field.

Chun King was begun only eight years ago in a Quonset building in Grand Rapids, Minn., by Jeno F. Paulucci, a former wholesale produce salesman, with a staff of 20 and only one product—canned chow mein.

Virtually since the day of its organization, Chun King has been in a continual process of expansion. By 1951 it was housed in its present plant, said to be the largest and most complete in the American-Oriental foods industry, with more than 2,000,000 cu. ft. of product and storage space, 500 employees, canning lines and a plant capacity of a quarter-million units per day.

Today, Chun King packages more than a dozen shelf and frozen products sold all over the United States and Chun King's sales are said to be more

than a third of the estimated total of about \$20,000,000 for the industry.

Chun King's line of shelf goods includes chicken chow mein, beef chop suey, chow mein noodles, subgum chicken mushroom chow mein, chicken chow mein dinner, vegetable chow mein dinner, meatless chow mein with mushrooms, chop suey vegetables with meat, brown sauce, soya sauce, chop suey vegetables with water chestnuts, rice, bean sprouts and bamboo shoots.

A complete frozen Cantonese dinner introduced this summer leads the roster of Chun King's frozen products. In addition to the dinner, Chun King markets chicken, beef or meatless chow mein in a unique compartmented package. Finally, the frozen line includes a two-serving pack of chicken chow mein.

Packaging conscious

Chun King's president Paulucci recognized early in the history of his company that dramatic—and functional—packaging and labeling techniques would add tremendously to the impact his American-Oriental foods would have on a consuming

public to whom such foods were still comparatively strange.

A major stride forward, Mr. Paulucci believes, was in the development of Chun King's can "Divider Pack"—putting the chow mein base and the meat sauce in two separate cans, joined "piggy-back" fashion.

One of the recurrent complaints from consumers about canned American-Oriental foods such as chop suey or chow mein had been that the product had a mushy, unappetizing appearance. This seemed inevitable, as long as all components went in a single can, for cans had to be heated by the packer long enough to cook the heavier ingredients, such as meat chunks; in the process the lighter ingredients, such as celery, were rendered oversoft.

Paulucci conceived the idea of packing the chow mein or chop suey sauce in a separate can, allowing adequate time to cook the meat and simmer the sauce in that can, while vegetables were kept fresh and attractive in their own can with a far shorter cooking time. A can of sauce with chicken, beef or mushrooms taped to a can of Chinese vegetables formed the "Divider Pack."

Two-can Divider Pack provides better product by separating two components which require different processing times. Cans are joined by pressure-sensitive tape. Label for larger can (sample below) explains advantages and suggests occasions for serving in bright, cartoon style.

The pack was highly successful, for consumers could mix the ingredients of both cans, heat and serve a crisp, delicious chow mein or chop suey dish within a few moments, comparable with the finest obtainable in Chinese restaurants.

The principle of compartmented packaging again was applied to Chun King's frozen chow mein and chop suey products. Here each freezer pack, which contained a single serving, had three compartments, formed by dividing boards—one for the sauce, one for the Chinese vegetables and one for the frozen chow mein noodles.

Chun King's second major achievement in its



Quick Noonday Lunch



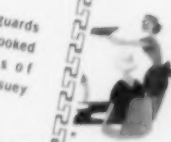
T.V. Party



Supper



Late Evening Snack



Luncheon



Help-Yourself Buffet

Just Heat and Serve over crisp Chun King Noodles, as shown

Keep a supply handy on your pantry shelf

TAGLES COURTESY H. S. CROCKER CO.



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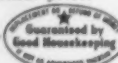
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Two-can Divider Pack provides better product by separating two components which require different processing times. Cans are joined by pressure-sensitive tape. Label for larger can (sample below) explains advantages and suggests occasions for serving in bright, cartoon style.



MONEY-BACK GUARANTEE

If, for any reason, you are not completely satisfied with this Chow Mein, just mail a note telling us why together with this guarantee to CHUN KING SALES, INC., Duluth, Minnesota and your money will be cheerfully refunded. Please state purchase price.



Serves 3 to 4 Generously
TOTAL WEIGHT 2 3/4 LBS.

MENU

Chicken Broth with rice
Chun King Beef Chop Suey (with noodles)
Watercress and radish-flower salad
Parker House Rolls
A bracing cup of tea
Cookies or your favorite quick dessert

CHOP SUEY VEGETABLES

Ingredients:

Bean Sprouts, Celery,
Mushrooms, Onions,
Bamboo Shoots,
Water Chestnuts,
Pimientos with Water.

NET WEIGHT 1 LB. 13 OZ.

Packed by

**CHUN KING
SALES, INC.**

Duluth, Minnesota



packaging and labeling program had two sources: first, it came in response to a frequent query from store managers—where should the various products in the growing line of Chun King's American-Oriental foods be stocked?

Should Chun King's chow mein noodles, for example, be displayed on shelves with the familiar soup noodles?

Were bamboo shoots a vegetable or a variety food?

Where could a customer expect to find chow mein? With the potted meat products? Next to the cans of mixed vegetables?

Secondly, it came from a practical selling problem, for from the customer's point of view, the situation was equally unsatisfactory. If she wanted to buy the ingredients for an American-Oriental dinner, she had to hunt all through the store for what she wanted, perhaps buying Chun King's "Divider Pack" chow mein but chow mein noodles packed by Company B, rice packed by Company C and so on.

In short, Chun King's advertising and promotion campaigns were directly helping competitors.

Chun King solved the grocer's problem, helped Mrs. Shopper—and gained a still bigger part of the American-Oriental foods business by the development of the Menu Magic Bazaar.

The Menu Magic Bazaar is a simple, dramatic, point-of-sale display unit of bamboo construction, featuring gay Oriental lanterns and menu suggestions, which can be mounted simply over any section of shelving with the complete line of Chun King's shelf goods displayed beneath it.

Its appeal to grocers—and consumers—was immediate. Grocers not only solved the problem of where to stock American-Oriental food products, but moved them faster and realized greater profits per foot of shelving. Why? Because consumers—

both those who had entered the store intending to buy American-Oriental food products and impulse buyers—were attracted to the Chun King Menu Magic Bazaar and pleased to find that they could buy the ingredients for a complete Chinese Dinner in one place.

From Chun King's point of view, there was the additional advantage of knowing that a customer who selected a can of Chun King bean sprouts would probably also select Chun King chow mein noodles and Chun King Chinese vegetables provided she decided to buy products of this kind at all.

Label redesign

The most recent step forward in the development of Chun King's aggressive packaging program has been a complete redesigning of labels for its shelf goods.

Traditionally, Chun King's labels for its shelf goods have concentrated primarily on brand and product name set against striking background colors. A comparatively small, rather conventional representation of the product in the can appeared on each label.

The old-style label for Chun King's chow mein noodles, for example, made the most of the grocer's usually unwarranted opinion that any label will attract attention—and sell goods—as long as it's red.

It was a predominately red label with the brand name "Chun King" appearing at the top in white, Oriental-style letters. A black band about an inch high formed the bottom of the label and imprinted on this black band in yellow letters was the product name, "Chow mein noodles, pressure packed," all in block letters. The center portion of the label was given over to a rather indistinct picture of fried chow mein noodles (brown) set on a blue dish.

The clutter of elements and the clash of many strong colors on each product's label did not, of course, combine to produce the desired over-all effect. To make matters worse, many of the labels for different products were essentially so alike that a customer would have to read rather closely to tell what the can before her contained.

Chun King told its designer that it wanted a whole new line of labels for its shelf goods.

In the first place, Chun King wanted each label to stand out in its own right as an attractive piece of work whose elements would produce a single, powerful impact—a label, in short, which would tell the customer what was in the can and would, at the same time, show her how the product looked.

But that wasn't enough. Because Chun King shelf products so often were displayed side by side in the Menu Magic Bazaar, the labels for the various prod-

New smaller Divider Pack, serving two portions, uses a single label to join the two cans, with slits to allow expansion at the chimes.





Menu-Magic Bazaar solved a big merchandising problem by encouraging food stores to group all Chun King products—vegetables, meats, sauces, etc.—in one spot, rather than several departments.

ucts had to be clearly distinguishable one from another—and yet clearly all part of the same line.

The designer came up with a series of labels which, according to Mr. Paulucci, were easily recognizable as “winners” from their first appearance on grocers’ shelves in test runs.

The designer came up with a series of labels enough. Each label would bear a clear, attractive picture of the product it advertised set against a white background. But the basic effect sought was a suggestion that the can was really transparent, that the consumer was actually looking through the sides at the product within.

Seemingly raised behind the product picture, however, against the white background, was to be a bright splash of color against which the brand and product name would be applied.

The principles worked out in practice. All vignettes are printed against a clean white background which is not only attractive in its own right, but suggests the hygienic conditions under which the products are packed. The product picture itself, placed at the bottom of the label with a silhouetted top edge, is clear, large and appealing. The spade-shaped color panel—a different color for each product—points down to and runs behind the product vignette, heightening the illusion of depth.

The white background, color emblems and uniform label design are recognizable motifs carrying through all the products. When Mrs. Shopper pauses before Chun King’s Menu Magic Bazaar in her neighborhood supermarket she is assured that she is

Complete line includes sauces, chestnuts, bamboo shoots and other Oriental specialties, in addition to various canned goods. These are representative of the line. Note window carton grouping cans of chow mein and noodles for a “just heat and eat” dinner.



choosing from a wide variety of delicious foods packed in immaculate kitchens.

The regular-size Divider Packs, as well as a two-for-one deal combining a can of chow mein noodles with subgum chicken mushroom chow mein, are joined by a colored band of pressure-sensitive tape at the chimes, in “piggy-back” fashion.* The tape is applied by machine. A new, smaller, two-serving size of the Divider Pack, just now being introduced, employs an interesting new method of combining cans: a single paper label covers the two, with a series of close-spaced vertical slits in the label allowing for expansion at the bulge over the chimes.

Frozen products

Chun King’s line of frozen-food products, too, is rapidly becoming a sizable part of the company’s business and the same packaging and labeling principles have sparked Chun King’s thinking—functional packages, attractive labels, each bearing a tempting picture of the appetizing product the package contains.

Chun King’s new frozen Cantonese dinner is a case in point.

The dinner itself is packaged in a covered aluminum tray with three tidy compartments—one for the cooked Oriental rice, one for the crisp Cantonese egg rolls and a third for the chicken almond chop suey. After the consumer has heated the tray

[Continued on page 243]

*See “Piggy-Back Cans,” MODERN PACKAGING, March, 1954, p. 182.

*Polyethylene bag plus corrugated box,
heating pad and insulation
deliver tropical fish economically*



Live fish in a box

Shipping live fish in a corrugated box sounds like pure fantasy. But it's a practical reality for Paramount Aquarium, Inc., Ardsley, N. Y., merchandisers of rare tropical fish.

The firm that once shipped its swimming merchandise in large tin containers is looking with new eyes at the conventional corrugated regular slotted box, doctored up a bit to accommodate a somewhat different and unusual product.

Designed by a leading box maker, the new corrugated units boast no less than eight advantages, Paramount says, over the metal units they replaced: (1) storage space has been cut 80%; (2) freight costs have been trimmed; (3) bookkeeping has been reduced 20%; (4) all airlines have approved the new shippers; (5) the corrugated units provide better heat retention; (6) leakage has been eliminated; (7) cushioning has been improved and (8)

First, the box is lined with multi-ply corrugated kraft insulation, over a layer of same material in the bottom.

Second, a chemical heating pad is dropped in box and waterproof-paper-lined inner carton is inserted over it.

Third, polyethylene bag filled with fish, water and added oxygen is sealed watertight and placed in inner box.



packaging is neater and the procedure is simpler.

Paramount's old method of shipping—used for almost 30 years—involved a specially designed tinplate can, insulated with a shredded paper packing and shipped in a large corrugated box. But the cans were costly. They often developed leaks when dropped, with the result that some airlines would not accept them for shipment; they did not retain heat for a long enough period; they required large storage area, and the return-the-can system under which they were used involved high bookkeeping costs.

These were the disadvantages that encouraged the aquarium firm to seek a more efficient package. A duplex polyethylene bag in which the fish could be shipped live was first obtained and tested to satisfaction. Then the problem was to obtain an exterior shipper which was light-weight, strong, absorbent, insulated and inexpensive enough to eliminate the returns system.

The new box answered these requirements. It is actually a box within a box, cushioned and insulated with a special insulating corrugated paper liner and comfortably accommodating the plastic bag with its fish-in-water. As many as 500 fish are shipped in a single package.

Boxes arrive flat at the Paramount plant and are compactly stored until the firm's tropical fish are ready for shipment—a factor which accounts for the 80% saving in storage space.

Freight savings followed from the inherent light weight of the corrugated units. This is especially important to Paramount—first, because 80% of the firm's shipments are made by air and, secondly, because the freight savings are passed along to Paramount customers, effecting a lower price for the firm's product.

Because the boxes need not be returned, Paramount is currently saving one man-day per week on bookkeeping costs—a 20% reduction over the

former method. In addition, preliminary inspection which was required under the old procedure has been eliminated, with an additional saving in labor costs.

In the shipment of so delicate a product, protection is, of course, a major element. Both the retention of heat and the cushioning of the water-filled plastic bag are important. To maintain water temperature at approximately 80 deg. during winter-time shipments, small heating pads are inserted in each unit and the special 10-ply insulation helps to hold the heat.

The heating pad, consisting of a special chemical contained in a cloth bag, is similar in principle to pads used in permanent hair waving. The chemical is activated by wetting and will continue to give off heat for about 24 hrs.; thereafter, the heat is retained, up to the shipping limit of about three days, by the corrugated insulation.

But in addition to helping retain heat, the insulating liner also serves a variety of other functions: First, it cushions the package more effectively than did the original shredded paper. Even when dropped from heights up to 6 ft., the plastic bag is sufficiently protected that it does not fracture. Secondly, should the interior bag break under unusually rough treatment, the liner absorbs the water so that other freight is not damaged. This was an important factor in securing the full approval from airlines. Third, the liner is much neater and easier to handle than the unwieldy shredded paper it replaced.

The prefabricated polyethylene bag is made of two plies of 2-mil film. Each bag is pre-tested at the Paramount plant by filling it with water under 25-lbs. pressure. Closure is a simple matter of twisting the top of the bag, doubling it over and sealing with a stout rubber band; this has been found adequately
[Continued on page 242]

Fourth, insulation is completed by placing multi-ply corrugated pad across top. Insulation will absorb any leakage.



Finally, sealed and tied box moves off for shipment, while another package is made ready in background. Fish will survive at least three days.



PHOTOS COURTESY BIRNIE & BAKER

Brighter desk supplies

*For colorful line of plastic products,
stepped-up packages
mean greatly stepped-up sales*

The power of refinements in packaging on the stationery supply counter is apparent in the redesigned packages currently being introduced by Sterling Plastics, Union, N. J.

This company makes such items as desk adding machines, rulers, pencil boxes, pencil and crayon sharpeners and sponge rubber moisteners for sticking labels and stamps.

Most of these plastic items had been packaged previously in self-selection counter cartons. About a year ago, however, the sales department decided that the packages could be improved in attractiveness and in illustrative treatment to emphasize product uses and to encourage impulse sales.

For the first time, the company engaged an independent designer and a program of stepping up appearance was undertaken, starting with the adding-machine package.

A bright, clear, new color scheme—green, brown and black—gave new interest to the package, enhanced by realistic illustration of the product and bold, smart lettering to tell the product story.

Success of the adding-machine package led the company to improve its counter carton for rulers. Here a two-color scheme—aqua and black—was established as a suitable background for the multi-colors of the rulers. The simplified design gives greater emphasis to product name and selling features: "the special slots for easy loose-leaf carrying," uses "for school, home, office," and advantages of being "unbreakable" and "accurate."

A slot in the die-cut riser encourages the dealer to insert an actual ruler for display. The former package was equipped with a slot, but since it carried an illustration of the ruler, did not always inspire the dealer to take the time to put an actual sample in the slot.

Effectiveness of the aqua-and-black color scheme led to its use for family relationship on all successive packages. In turn, redesigned counter cartons were produced for the pencil-crayon sharpener, the Multiplier Pencil box, the sponge rubber moistener and the "Atomic" crayon sharpener. A comparison of [Continued on page 244]

Printed boot stapled to hold 10-cent pencil sharpener makes for neat, attractive counter arrangement.



OLD

NEW



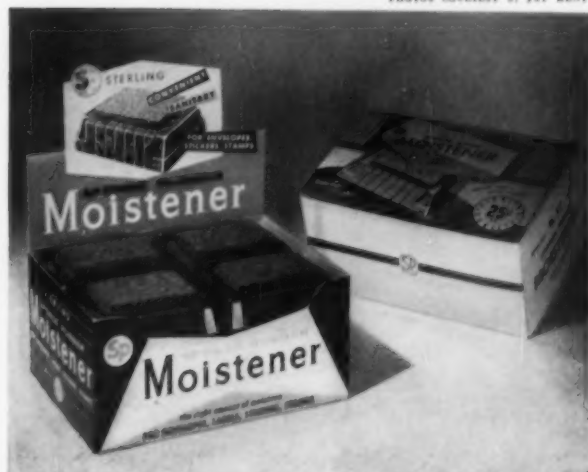
Modern design emphasizes selling points of rulers. Slots in riser encourage dealer to display actual ruler.

Bold type and illustrative treatment attract attention to this adding machine. Side panels give effective shelf display at point of sale.



Improved appearance is quickly apparent by comparison of old (background) and the newly developed cartons for multiplier pencil box, pencil and crayon sharpener and sponge rubber moistener.

PHOTOS COURTESY S. JAY KENT



Walkie-talkie butler

A moving and "talking" puppet that stands more than 3 ft. tall will soon be promoting Ehlers coffee in supermarkets. The puppet, fully attired as a butler, holds a can of Ehlers Grade A Coffee on a "silver" tray and will deliver short "commercials" for both the retailer and Ehlers products. The puppet was first conceived for television advertising. He wears a haughty expression or winsome smile, depending on the action of the commercial. Realizing the impact that the puppet would have at point of sale, Albert Ehlers, Inc., has had the figure executed, in somewhat larger size, for use in supermarkets. The figure is constructed with a stainless steel skeleton covered with an outer layer of a specially formulated plastic material which closely resembles human skin. The butler's costume is made of actual cloth, tailored to the puppet's figure.

Credit: Puppet display figure by Michael Myerberg Productions, Inc., New York, using a specially formulated plastic material supplied by Goodyear Tire & Rubber Co., Akron, Ohio.



Display

Gallery

Push-button remedies

Self selection in the drug store has been stepped up to a remarkable degree with this electrical counter display offered to druggists by McKesson & Robbins, Inc. With this unit, the shopper is automatically informed of a specific remedy to treat his particular ailment.

The display consists of a selector board measuring 13½ by 15½ in. The two center panels list 60 common ailments alphabetically, from "Aches and Pains—Children" to "Weight Reduction." Trade names of 30 different McKesson & Robbins products are listed on the two outer panels. Alongside each trade name there is a light bulb. The full-color lithographed back panel illustrating the packaged products invites the shopper to "plug in" the ailment he wishes to cure. A light will then flash to indicate which McKesson & Robbins product to buy as a remedy. The unit has 30 light bulbs, two standard flashlight batteries, a wooden frame and the lithographed back panel complete with literature rack. The "plug-in" wire is at the front.

Credit: Display by The Electric Game Co., Holyoke, Mass.



Shelves in one piece

A new display carton of unusual construction holds 24 heavy dry-cell flashlight batteries made by the Electrical Division of the Olin Mathieson Chemical Corp.

The unit, on which a patent is pending, is a one-piece, die-cut carton made of clay-coated kraft board. The front panel is cut to form shelves which fold up and are glued in a single machine operation. It has an integral easel in back and the side panels lock into the display to assure sturdy support for the weight of the product. The top panel is perforated and can be folded back to form a riser piece for sell copy. The design is printed in black and white on a light blue background. Each shelf is outlined with a black band and the Olin logotype appears in black.

The display, which can be used in many promotional groupings, is shipped filled from the manufacturer, protected by a chipboard sleeve. Simple directions for setting up the easel and riser piece appear on the rear panel.

Credit: Carton by Gair Cartons Division, Piermont (N. Y.), Robert Gair Co., Inc., New York.



Display

Gallery

Mince meat in motion

Borden Food Products Co. is promoting holiday sales of its None Such Mince Meat with three colorful motion displays—one for Halloween, another for Thanksgiving and the third for Christmas. The mobile part of the displays are made of paperboard, printed in full color. The base of each of the units is a three-pronged metal stand into which a pole made of paperboard tubing fits. Set up on the floor, surrounded by neatly arranged packages, the mobiles extend up to a height of 6 ft.

The display geared to Halloween reads, "No Trick to Treat with Borden's None Such Mince Meat Cookies." It is topped by a black cat. At one side is a moving head of Satan; at the other side, a moving head of a witch. This is the first Halloween promotion for None Such.

"Turkey and Mince Pie" is the theme of the Thanksgiving display, which shows a smiling Pilgrim shouldering his musket and a freshly killed turkey with a bobbing head.

The Christmas display has moving heads of a gleeful Santa and a winsome reindeer peeking from behind a gaily decorated Christmas tree. Mouth-watering mince-meat pies,



cookies and cakes suggested as gifts are shown as part of the "Bake It Yourself" theme.

Credits: Mobile displays by Kindred, MacLean & Co., Inc., Long Island City, N. Y. Paperboard tubing by Mercer Paper Tube & Mfg. Co., New York.



Easy opening and re-use, plus its informative labeling, makes Nichols' pre-package a boon to retailer, who previously had to weigh out nails by the pound from wooden kegs.

Smart design plus complete information makes Sears, Roebuck's string-opening can a self seller. Nail not only is shown in actual size on the front panel, but a scale on side gives precise length of two alternate sizes. Nail contained in the box is printed in color.



Nails in paper

*The string-opening fibre can,
as a merchandising package for the retailer,
now joins the paperboard bulk shipper*

Thanks to paper packaging developments, the bulk wooden nail keg appears to be on its way out. The fact that fibreboard containers have proved their capability of handling this heavy, hard-to-control product is something of a milestone in the paper packaging field and, in that sense, a matter of interest to packagers everywhere.

The successful development of bulk corrugated and solid fibre containers for 50- and 100-lb. quantities of nails has already been reported.* The latest trend is toward factory packaging of a few pounds of nails—by counts from 300 to 1,500 or more—in smaller fibreboard containers to eliminate

need of the standard 100-lb. nail keg even for shipment to dealers.

Nails have long posed a pointed packaging problem for hardware stores, lumber yards and other types of outlets handling these products at retail. Weighing up each nail purchase and transferring the nails from the keg to a kraft bag is time consuming and involves a large amount of waste. In fact, according to a survey made by one large lumber company, approximately 10% of the contents of a 100-lb. keg of nails is either given away free to the customer on "overages" or lost through dropping, spilling, etc., leaving only 90 lbs. of nails to represent recorded sales. Naturally, few

* See MODERN PACKAGING, Jan., 1952, p. 101.

products can be handled economically on this basis.

In recent years, pre-packaged nails have appeared in increasing volume, not only simplifying the physical handling of the nails in retail outlets, but also providing increased opportunities for effective display and merchandising.

Pre-packaging in a well designed container, in typical retail quantities, takes nails out of the anonymous class, giving the manufacturer identity and paving the way to establishment of brand recognition. It also enables the producer to point out any special sales features involved and to convey helpful information on proper usage.

The latter considerations have become increasingly important in view of the millions of persons now carrying out their own home remodeling and other "do-it-yourself" projects. Unlike professional carpenters, these people need all the help they can get on nail sizes and proper application to various types of lumber.

Corrugated containers, telescope-style folding boxes, metal-edge boxes and fibre cans are among the package forms now challenging the kraft bag as a retail sales unit for nails.

Metal-end cans

One of the latest packaging developments in this field, now being utilized by at least two large organizations, is the adoption of metal-end fibre cans having a convenient string-opening feature. This type of package is particularly effective for nails because it is easy to carry, store and open, insures the buyer that he is receiving the full factory count and also serves as a useful container for miscellaneous small items in the home or workshop after the nails have been used.

The Nichols Wire & Aluminum Co., Davenport, Ia., which pioneered the pre-packaging of aluminum nails in 1949, is one of the first to adopt the new metal-end fibre can with its patented pull-string opening device.

In line with the practice followed with previous telescope-style folding boxes, Nichols lists on the container the approximate number of nails within the package and the average amount of coverage for a specific use, in board or square feet. This was to combat a major problem in selling non-rusting aluminum nails by convincing the buyer that the nails were not actually expensive in point of numbers or coverage. A pound of aluminum nails generally provides a count of approximately three times as many nails as a pound of steel nails. This practice has since been widely adopted by other manufacturers. Previously, it was customary to sell all nails by the pound.

To facilitate prompt identification, the same color

code employed on the former packages for each of Nichols' 14 types of nails and the same coverage tables have been carried over to the new packages.

The front panel of the container bears on the wrap-around label a prominent description of the nails, such as "7d Wood Siding Nails," along with a line illustration showing their exact size and style of head, the approximate count and the number of square or board feet or lumber (bevel wood siding, etc.) the nails will cover. Average coverage when using alternate types of lumber is also provided.

The left display panel of the new Nichols container has an eye-catching, shaped color patch indicating the location of the tear string, with the instruction, "To open pull string and press along string line." Beneath it are illustrations of other Nichols high-temper aluminum alloy nails. This useful merchandising feature encourages the purchaser to buy other Nichols aluminum nails for specific jobs. The opposite side panel of the container has a line illustration showing the application of siding, shingles, etc., for which the nails in that package are intended.

The string-opening cans are shipped to the manufacturer with the metal bottom already applied and the rip cord built into the fibre side wall, completely hidden by the printed label except for a short length which is grasped with the fingers in opening the package. After the filling operation, the cans are sealed by equipment which applies the metal top and crimps it permanently in place.

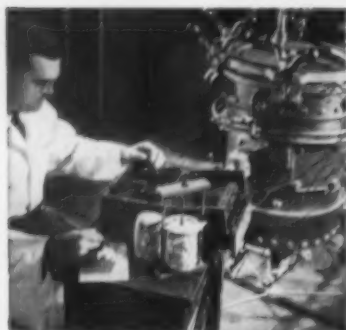
Particularly useful to the home handyman are the new nail packages being introduced by Sears, [Continued on page 232]

Bulk shippers of corrugated, like this double-wall telescoping box that carries 100 lbs., are replacing wooden keg for builders and roofers.



PHOTO COURTESY NICHOLS & BAUER

OWENS-ILLINOIS ASSURES YOU A



Co-ordinated Research

Pure research into formulae and fabrication of glass, packaging research into processing and handling methods in customer plants, and market research into consumer attitudes, add up to greater specific value for your packaging dollar.



Engineered Design

The package that takes your product to market must take *three* needs into account. Considerations of its function in the retail store, its operating efficiency and its consumer utility all become a part of the prescription for an Owens-Illinois package.



The Right Container

Versatility of facilities enables Owens-Illinois to supply containers to meet special needs: Duraglas containers for almost any item; Libbey Safedge packing tumblers or premiums; Kimble Ampuls and Vials; and a variety of Owens-Illinois plastic containers.

The right closure sells



COMPLETE PACKAGING APPROACH



The Right Closure

Know-how as to the best available liner and closure—best for packing, displaying, or using a specific product—may well be one of the most important single points through which expert packaging counsel will reward you many times over.



Needed Fitments

With emphasis on the word "needed," Owens-Illinois specialists are keenly aware of sales benefits possible through use of plastic shaker and pour-out fitments which are not "gadgets" but which increase consumer satisfaction with your product.



Merchandising Cartons

Modern cartons are developed only through systematic consideration of their opportunity to serve you in the retail store and retail warehouse as well as on your own filling line and in transit. Owens-Illinois is pioneering such developments.

while it protects...



*These Stak-R-Caps
and molded closures
both pass the test*

Building more sell into your package often starts right at the top.

Could you benefit from use of the pictured stacker cap and jar for easier display in the retail store? Could your cap carry a strong point-of-sale message?

Would a smart molded closure improve the eye appeal as well as the utility?

At Owens-Illinois, all the necessary ingredients of salespackaging are co-ordinated to secure the extra sales impact you need. Look to

Owens-Illinois as a market-minded supplier for glass containers of all types and capacities, cartons with built-in point-of-sale value, fitments that meet your dispensing need, quality closures in metal and plastic.

METAL AND PLASTIC CLOSURES

AN  PRODUCT

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GENERAL OFFICES • TOLEDO 1, OHIO

17th Packaging Institute Forum

*Management interests highlight full program
for packagers scheduled for New York,
Oct. 31–Nov. 2; record attendance is expected*

Growing top-management interest in packaging is reflected in this year's program for the 17th annual Packaging Institute Forum, to be held at the Hotel Statler, New York, Oct. 31 to Nov. 2.

Membership of the Packaging Institute now covers 415 companies, including most of the nation's users of packaging, and activities are directed solely in



Gen. Lucius D. Clay
Keynote speaker

their interests. It is the only packaging organization that sponsors no show or competition and devotes itself entirely to exchange of information.

There will be as much emphasis as ever this year—perhaps even more—on important papers on specific technical aspects of packaging, with 54 talks and presentations already on the docket.

But this year, for the first time, the entire first day has been set aside as "Management Day," when top executives of six branches of industry will discuss packaging from the management point of view.

The keynote address, at a general membership luncheon on Management Day, will be given by Gen. Lucius D. Clay, chairman of the board of Continental Can Co.

The three full, meeting-packed days will run from Monday through Wednesday. Attendance is confidently expected to be the largest in the Institute's history. A record total of 1,390 attended last year's Forum and early registrations this year are running well ahead of 1954, according to Charles Feld, PI executive director, who predicts a new high of 1,500.

Management Day, on Monday, will begin with registration at 9 a.m. At 11, the opening session will be called to order by John C. Clay of National Starch Products, Inc., the program chairman. There will be an address by F. S. Leinbach of Riegel Paper Corp., Packaging Institute president, followed by the usual business session and a special closed-circuit color television demonstration arranged for the Institute by the National Broadcasting Co.

Following the Management Day Luncheon, featuring Gen. Clay's address, there will be a general afternoon session, at which five other industry executives will present their viewpoints on the management aspects of packaging.

The final two days of the forum will be entirely devoted to multiple concurrent seminars on subjects of specialized interest. In both morning and afternoon sessions on each day, four of these seminars will be running simultaneously. Two of the seminars will be full-day meetings and the 14 others half-day sessions.

An intensive effort is being made this year, says the Institute, to make as much use as possible of visual material at these seminars and all chairmen have been asked to inject slides, charts, demonstrations and the like wherever practical.

Both members and non-members may attend any or all of the Forum activities. Registration fee for the three-day meeting, including Management Day Luncheon, is \$30 for members and \$35 for non-members. Registration for any one of the three full days, for either members or non-members is \$10, or \$15 if the Management Day Luncheon is included. In addition, tickets will be available for the Monday or Wednesday luncheons alone, at \$6, and for the Tuesday afternoon Social Hour at \$7.50.

The complete program follows:

Monday, Oct. 31—Management Day

9:00 Registration

11:00 Call to order: John C. Clay, National Starch Products, Inc., Program Chairman

President's Address: F. S. Leinbach, Riegel Paper Corp.

Election of New Directors

Other Business of Packaging Institute

11:30 Closed Circuit Color TV Special Telecast—National Broadcasting Co.

12:30 Management Day Luncheon—Main Ballroom, Hotel Statler

Keynote Address: Gen. Lucius D. Clay, chairman of the board, Continental Can Co.

2:30 Management Day Addresses

Fen K. Doscher, vice president, Lily-Tulip Cup Corp.

Charles W. Kaufman, vice president, Kraft Foods Co.
 Joel Y. Lund, president, Lambert Pharmacal Co., Div. of Warner-Lambert Pharmaceutical Co.
 William Naden, executive vice president, Esso Standard Oil Co.
 Norman Greenway, senior vice president, Robert Cair Co., Inc.

Tuesday, Nov. 1

9:30 Drug and Pharmaceutical Seminar, L. H. Zahn, Ciba Pharmaceutical Products, Inc., Chairman
 (Full day)

New Identification Scanning Devices for Folding Cartons, William B. Leavens, Jr., Wilkata Folding Box Co.

New Packaging Developments and Long Term Economies, Bradley Dewey, Bradley Container Corp.

New Plastics Materials for the Pharmaceutical Field, Robert A. Glaesner, Plax Corp.

New Method for Determination of Moisture Vapor Transmission of Pharmaceutical Closures, George H. Hopkins, The West Co.

The Mylar Story, M. L. White, Film Dept., E. I. DuPont de Nemours & Co., Inc.

9:30 Folding Carton Seminar, Walter F. Daley, New Haven Board & Carton Co., Chairman
 (Full day)

Folding Carton as a Packaging Medium, Walter F. Daley, New Haven Board & Carton Co.

Design and Purpose of Carton Art, Egmont Arens, Industrial Designer, New York

Construction and Styles, John F. Hagar, Gardner Board & Carton Co.

Government Specifications, N. W. Postweiler, Business & Defense Service Administration, U. S. Department of Commerce

Paperboard, Grades, Characteristics and End Use, W. J. Alford, III, Alford Cartons

Quality Control Within the Carton Plant Covering the Making of The Carton, B. A. Gaffney, New Haven Board & Carton Co.

Quality Control in the Consumer's Plant Covering the Use of the Carton, E. S. Petze, Scott Paper Co.

Marketing and Selling Impact of Folding Cartons, Sherwood Dodd, Foote, Cone & Belding

9:30 Education Seminar, John W. LaRocque, American Flange & Mfg. Co., Inc., Chairman

James W. Goff, Instructor of Packaging at Michigan State University, with three students of packaging and a graduate of the University's packaging course and his employer

9:30 Materials Seminar, Dr. L. E. Simerl, Film Div., Olin Mathieson Chemical Corp., Chairman

Methods for Car Loading Wine to Reduce Damage, Dr. John Turk, Glass Container Mfrs. Institute

Car Loading Practices—Unit Loads for Empty Five-Gallon Pails, Hunter Jaggard, Socony Mobil Oil Co.

New Mechanical Developments in Petroleum Packaging, C. E. Smith, Jr., Humble Oil & Refining Co.

Bulk Handling in Fibreboard Containers, Walter George, Gaylord Container Corp.

2:00 Contract Packagers' Seminar, William T. Ropp, Sr., Pack-It, Inc., Chairman

Aerosol in the Packaging Industry, Harold Lee, G. Barr & Co.

Mission of Individual Service Packages, Edwin W. Mason, Mason-Keller Corp.

Better Communications between Contract Packagers and Their Customers, George E. Siebel, The Cenpro Corp.

Contract Packaging from the User's Point of View, F. T. Pickerell, Schering Corp.

Contract Packaging as a Major Aid to Industry, Robert H. Finkelstein, A. D. Finkelstein & Co.

2:00 Corrugated and Solid Fibreboard Shipping Container Seminar, Allyn C. Beardsell, Container Laboratories, Inc., Chairman

The Johnson & Johnson Basic Pallet Patterns and Other Warehouse Economies, Frank Coons, Johnson & Johnson

Technical Aspects of Current Types of Easy Opening Shipping Containers, Ted Rickard, *Boxboard Containers*

Skit—Fibreboard Buyer vs. Fibreboard Producer, Harold J. Hayes, Hankins Container Co., and group

Importance of Easy Opening Containers at End Use, Roy King, Topics Publishing Co.

Wednesday, Nov. 2

9:30 Food Seminar, Dr. L. J. Hayhurst, Kraft Foods Co., Chairman

The Packaging Requirements of Bakery Products, Zenas Block, Doughnut Corp. of America

The Role of Gas Permeation in the Spoilage of Packaged Foods, G. Rumberger and R. DeLong, Marathon Corp.

Developing Requirements for Packaging Films in the Meat Industry, Dr. C. J. B. Thor and F. Warren Tauber, Visking Corp.

Keeping Nutrition in the Package, Dr. C. J. King, Nutrition Foundation

Perishability of Foods in Consumer Packages, Prof. C. Olin Ball, Rutgers University

9:30 Printed Packaging Materials Seminar, L. R. Ayers, Robert Cair Co., Inc., Chairman

Speakers: Herbert J. Connell, S. D. Warren Co.; F. L. Wurzburg, Jr., Interchemical Corp., Printing Ink Div.; R. S. Hunter, Hunter Laboratories.

9:30 Production Line Seminar, C. H. Parsons, Lederle Laboratories Div., American Cyanamid Co., Chairman

Problems of High Speed Glass Line Packaging, John Suerth, The Gerber Co.

Selection and Training of Packaging Line Personnel, C. H. Parsons, Lederle Laboratories Div., American Cyanamid Co.

Production Line Round Table Discussion, R. W. Abbing, Sharp & Dohme, Div. of Merck & Co., Inc., and C. F. Schockmiller, Grove Laboratories, Inc.

[Continued on page 246]



New package serves for whole line. Large, "pinked" window shows fabric and illustrates ease of machine sewing. White paper sticker at right identifies styling of garment contained and oval window below shows thread and accessories in package.



Old package was deficient in that it failed to identify exact style of garment to be made. Special box was required for dress, skirt, shirt, etc.

Set to sew

With two windows and a sticker, a single carton identifies and sells diverse garment sewing kits

When Apparel Items, Inc., Pomona, Calif., prepared to introduce its Ready-Set to Sew products, it faced the hard fact that the only protection against competition was its brand name, because the idea itself could not be patented.

Ready-Set to Sew is basically a do-it-yourself package consisting of fabric and findings (zippers, buttons, thread, etc.). The material is pre-cut and pin-basted so that anyone who knows how to operate a sewing machine can make the garment purchased. The line includes men's and boy's shirts, women's and children's skirts and little girls' dresses.

The price is intended to provide a garment at a cost appreciably less than that of a comparable finished garment ready made. The majority of the items in the line retail at \$1.95, \$2.95 and \$3.95.

Since the company did not have an ad budget allowing a dominating ad campaign, the package was assigned the principal burden of establishing the Ready-Set to Sew name.

Early in the year, the company had developed a package and tested it extensively among consumers. The package was standard for all the different garments, except that the various dress packages all pictured the same dress representation and, similarly,

all the other items in a specific category carried the same representation for that type. A cellophane window did reveal the specific findings for each garment.

The tests revealed quite clearly that a new package would be needed in order to dramatize the product, which must be seen to be purchased.

The tests showed that:

1. Everyone thought that the dress representation pictured was an exact replica of the cut-out garment in the package. This indicated the need for an exact picture of the garment on the package, in place of a representation.

2. People wanted a more specific picture of what they were getting in terms of material and findings.


3. If people were not certain what was in the package they would rummage through many packages, opening them to see what was in them. This was considered undesirable in that opening of packages can cause damage and loss of contents.

Apparel Items called in its advertising agency, Carson, Roberts Advertising, Los Angeles. These objectives were set: The package must sell brand identification; it must dramatize the product; it must tell a story visually and present clearly and fast the six basic selling features—fabric, sewing guide, sew-it-yourself theme, findings included, finished garments in use, style of the garment.

It was felt that the achievement of these objectives on the package would also make it easier for salesgirls to sell.

To these objectives was added that of using one standard-size box suitable for easy stacking and counter display. In addition, due to the multicolored fabrics and designs which were to be shown visually, it was necessary to have a box design that would

[Continued on page 244]



Another Prestige Product

Packaged by **BURT**



Folding carton with cellophane window
manufactured for the Terry Candy Co.,
of Elizabeth, New Jersey

F. N. Burt Company Inc.
Manufacturers of Small Set-up Boxes,
Folding Cartons and Transparent Containers
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Offices in Principal Cities Or Write Direct
Canadian Division: Dominion Paper Box Co. Ltd.,
469-483 King St. W., Toronto, Canada.

for window envelopes

paper unmatched for versatility...

GLASSINE • GREASEPROOF

for diazo reproduction

for printed forms

for bag conversion

for lamination

for corrugation



No other paper made approaches Glassine and Greaseproof in protective qualities at such low cost. No packaging material can match them in versatility or usefulness. These dense, tightly formed papers will resist the penetration of grease, oil, fat or shortening. They will retain desired aromas and flavors, or exclude unwanted odors.

Moreover, they can be made vapor-tight (by waxing,* laminating or coating) to keep moisture in or out. These Rhinelander papers also can be made transparent for jobs such as manifold forms, tracing paper, or window envelopes. Glassine and Greaseproof are used in literally hundreds of different ways because they are functional and economical.

Glassine and greaseproof papers are available in scores of different grades to perform the job you want, or, they can be tailor-made to fit your needs. When writing, please state your application.

Sample swatch books available on glassine, greaseproof and specialties. Write for your copies.

*Waxed grades are available through leading converters

RHINELANDER PAPER

Rhineland Paper Company • Rhinelander, Wisconsin



"RECOVERY POWER"
of plastic tubes is
"REPEAT SALE" Power for Product

Label and directions on this tube for "Zotos" hair waving neutralizer are clearly and cleanly printed. The flexible nozzle, also molded of BAKELITE Polyethylene, makes thorough application easy. Tubes by **Bradley Container Corp.**, Maynard, Mass.

A plastic tube keeps right on selling your product—over and over again.

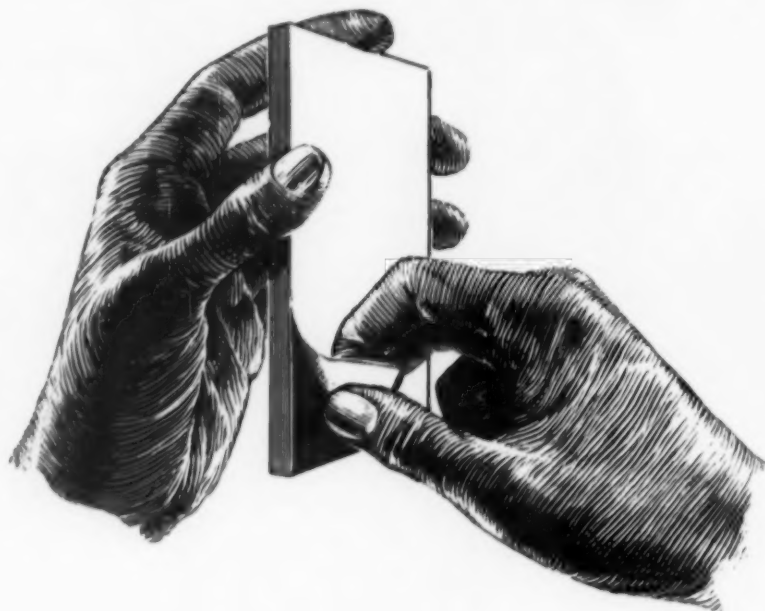
It won't stay crushed, so it's always attractive. Your brand name is always in plain sight. Directions, too, stay clearly visible. When squeezing stops, the tube draws excess contents back in, so tips won't clog.

Like the famous "squeeze bottle,"

tubes formed from BAKELITE Brand Polyethylene can be solid-color or translucent. They take printing in close registration. Inert to chemicals, they won't affect contents. They're filled on the same type of machinery, slightly modified, used for metal tubes. For further information, write today to Department JL-105.



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hands you never see
give *your pressure sensitive cement*
the test that really counts

Got a product that requires mechanical or adhesive installations or applications? Then by all means explore the possibilities of new *pressure sensitive cements*! But remember this:

Hands you never see . . . the hands of the eventual product user . . . give your pressure sensitive cement the test that really counts. So look for *experience* with this new adhesive medium . . . experience that goes beyond the laboratory into the field of use.

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"Hi-Fi" PRINTING LIKE YOU'VE NEVER SEEN BEFORE



KVP Food Wrappers Hit New High in Sales Appeal

The answer to many a sales problem can be found in the new KVP quality of wrapper printing.

KVP special waxed papers have long been known for their "weld-tight" seals and perfect protection — whether foods must be kept crisp or moist.

Now 4, 6, and 8 color presses, making food reproductions that look "good enough to eat," are adding their powerful appeal at the point of sale — often with substantial packaging savings.

Would you like to see samples of the latest KVP printing achievements? A letter will bring you complete details. And KVP artists will gladly work with you in developing designs to take full advantage of the great new "Hi-Fi" printing facilities.

THE KVP COMPANY, Kalamazoo, Michigan
BRANCH AT DEVON, PA. ASSOCIATED COMPANIES: KVP CO. OF TEXAS,
HOUSTON, TEXAS — HARVEY PAPER PRODUCTS CO., STURGIS, MICH. —
KVP CO. LTD., ESPANOLA, ONT. — APPLEFORD PAPER PRODUCTS LTD.,
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For Protection and Sales Appeal

HOW GORTON'S CUT PACKAGING COSTS

...GOT HIGHER OUTPUT IN LIMITED SPACE.



This operation has been set up to use minimum space for its 90-package-a-minute average production. Cartons formed in the right foreground are filled on the packing table (background), and pass quality control inspection (foreground) prior to being automatically closed and wrapped (left).



Pre-cooked fish stick packaging at Gorton's Gloucester plant is an excellent example of what careful planning can do to boost output and lower costs. Space was a problem here from the start. Yet in this limited area, the use of automatic high-speed packaging machinery makes possible the average production rate of 90 neat, attractive Gorton's packages a minute.

A Tray-Lock machine forms cartons automatically, delivers them right-side-up to the filling table. Low-cost, die-cut blanks feed in from a magazine; no attendant is needed. After cartons are filled and inspected, a PC Closer tucks and closes top automatically as they pass to the wrapper. Here the versatile Model FF Wrapper gives tight, attractive wraps at any speed. Only one operator is needed. Special features—like paper feed stopping automatically when no package is fed—mean trouble-free operation and the day-to-day efficiency that helps keep output up and costs down.

Whatever your packaging problem, the man to see is a Package representative. He can recommend the equipment best suited to your specific needs, make sure you get high-speed, cost-cutting performance and the most up-to-date packages for your products.

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New approach to humidity equilibria data

*Recent studies indicate
improved methods for determining
an important packaging characteristic*

*By M. Karel,
Y. Aikawa
and B. E. Proctor**

The equilibrium moisture content of food products is of great importance in the evaluation of storage characteristics and packaging requirements. Although a number of methods for the determination of the humidity-moisture isotherm have been used in the past (4)¹, none of these methods has proved satisfactory in every respect. The three essential requirements of an accurate method of measuring moisture relations of foods are convenience, speed and precision. A survey of the literature shows that there are two basic types of methods that most successfully fulfill these requirements.

The first type is a direct determination of water-vapor pressure over a sample of known moisture content placed in a confined space. For routine control purposes, the most promising method of determination of relative humidity is by means of a hygrometer (2). The other basic method is the determination of moisture content (or change in moisture content) in a sample kept at constant relative humidity until it reaches equilibrium, or for a specified length of time, by using the graphical interpolation method of Landrock and Proctor (6).

Recently Henderson (4) derived, on the basis of thermodynamic considerations, a theoretical equation for the moisture-humidity isotherm, which

allows the interpretation of the empirical data in mathematical form:

$$1 - rh = e^{-kM^nT} \quad (\text{Eq. 1})$$

where rh is the equilibrium relative humidity expressed as a decimal, T is the temperature in degrees Rankine, M is the per cent equilibrium moisture content (dry basis), n is the exponential varying with material and k is the factor varying with material.

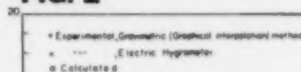
If this equation applied strictly to all hygroscopic products over the whole range of relative humidities at normal storage temperatures, the measurement of the humidity-moisture isotherm would be significantly facilitated. Specifically, a determination of two points would allow the interpolation of the whole curve. Although, in general, Henderson found a good correlation between his equation and the experimental data of other investigators, possible deviations from the theoretical curve might result because of several considerations.

The derivation is based on the assumption that the fixing mechanism by which the water is held in the hygroscopic product is adsorption. Thus, it is assumed that the binding is entirely a surface phenomenon, with moisture of hydration, solution and chemical combination present only in negligible amounts. There is reason to believe, however, that moisture of the solution contributes significantly to the total moisture content of some products, especially (at high humidities) of products con-

* This paper is No. 267 of the Department of Food Technology, Massachusetts Institute of Technology, Cambridge, Mass., with which the authors are associated.

¹ Numbers in parentheses identify References appended.

FIG. 2



taining sugars and other crystalline substances. A partial change of the fixing mechanism to this type of binding would result in a lowering of the water-vapor pressure, according to the well-known Raoult's law:

$$p = p_0 x_1 \quad (\text{Eq. 2})$$

where p is the resulting water-vapor pressure, p_0 is the vapor pressure of pure water and x_1 is the mole fraction of water in the solvent-solute system.

Furthermore, as Henderson pointed out, the adsorption theory proposed by Gibbs (1), on which the derivation of the equation is based, has never been completely substantiated.

It is also reasonable to assume that products containing salts would hold an appreciable amount of water as moisture of hydration and chemical combination.

In addition to these theoretical considerations, deviations from the calculated curve could be caused by experimental factors, such as the hysteresis effect and the formation of a surface film on the samples during measurement.

The present study was undertaken with these factors in mind and with the following objectives:

1. To determine the accuracy of electric hygrometric measurements and to correlate the results obtained with the electric hygrometer with those obtained by using the graphical interpolation method.
2. To study the applicability of the mathematical treatment of Henderson to routine determinations of the relative humidity-moisture isotherms.
3. To determine the equilibrium relative humidity curves of several food products as a pre-

liminary step to indirect moisture measurement by means of electric hygrometric determination of the relative humidity inside packages.

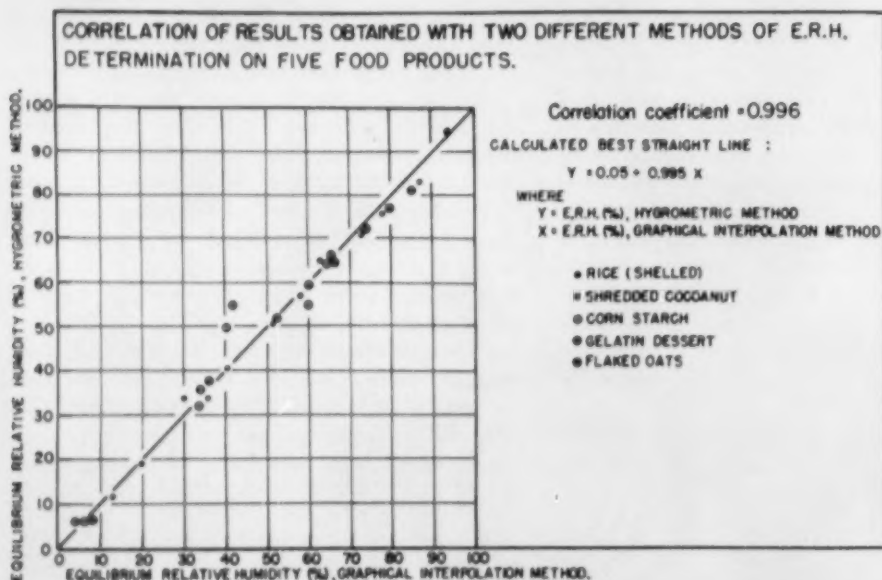
Experimental

The products to be tested, selected on the basis of expected hygroscopicity, chemical composition and importance in packaging, were sweetened shredded cocoanut, commercial corn starch, flaked whole grain oats, gelatin dessert and shelled rice.

Samples of different moisture contents were obtained by exposing the samples for different time intervals in an 85% r.h., 100 deg. F. incubator for high moisture contents and over anhydrous calcium chloride in a desiccator for low moisture contents. During the conditioning period the samples were stirred frequently to assure a uniform moisture penetration. Between conditioning and testing periods, the samples were kept in hermetically sealed glass containers.

The methods of determination used were the two methods mentioned earlier: the graphical interpolation method and the electric hygrometric method. The graphical interpolation method used in these studies was developed in the Department of Food Technology at the Massachusetts Institute of Technology and has been described in detail by Landrock and Proctor (6). A sample of the product of known moisture content was placed in cells kept at constant temperature and humidity. The change in weight of the sample was determined after one hour's storage in the cell. The equilibrium relative humidity for each sample was found by interpolation of results obtained at different humidities.

FIG. 1



The principles of electric hygrometric measurement have been described previously by other investigators (3, 9). For determination of the equilibrium relative humidity, samples of the product of different previously determined moisture contents were placed in a special multi-purpose cell—described in detail in previous publications from the Department of Food Technology (5, 8)—and the humidity over the sample was determined electrically in 5-min. intervals until an equilibrium was obtained. The humidity at equilibrium was considered to be the equilibrium relative humidity

Table I: Results of equilibrium relative humidity tests

Product	Moisture content dry basis, %	Equi. rel. humidity		Calculated
		Experimental points	Graphical, % Hygrometric, % ERH, %	
Shredded coconut	1.35	35.7	34.9	35.5
	2.46	51.5	50.7	48.1
	5.26	—	70.0	68.0
	7.96	78.0	76.0	77.0
	12.35	87.0	83.1	86.3
Starch	6.05	6.5	6.0	12.8
	10.05	33.5	32.0	32.75
	11.10	—	34.5	38.4
	13.75	60.0	55.0	57.35
	16.00	65.0	64.5	64.75
Rice	16.45	78.5	—	67.0
	3.58	13.0	11.6	13.8
	4.50	20.0	19.0	19.6
	6.42	35.0	34.0	31.2
	7.65	40.5	40.5	40.5
	9.22	53.5	—	50.5
	11.10	58.0	57.0	61.4
	11.92	62.0	—	65.2
	12.36	63.0	65.0	67.5
	13.28	73.0	71.0	72.1
Gelatin dessert	14.41	83.5	—	77.0
	18.48	94.5	95.0	88.5
	.76	6.0	6.0	35.9
	.93	—	41.5	39.5
	1.01	—	48.5	41.3
	1.11	40.5	50.0	43.6
	1.52	42.0	55.0	50.4
	1.63	52.5	—	51.8
	2.25	64.0	—	59.5
	2.36	66.0	66.0	61.2
Oats	3.85	74.0	72.0	72.9
	4.01	—	73.5	73.7
	7.87	80.0	77.0	88.0
	6.40	8.5	6.2	14.0
	9.55	34.0	35.1	35.1
	10.10	36.0	38.0	41.1
	11.2	52.0	51.4	48.6
Shredded coconut	12.10	60.0	59.5	55.9
	13.5	65.5	66.0	65.5
	15.8	85.0	81.0	81.0
	—	—	—	—

FIG. 2

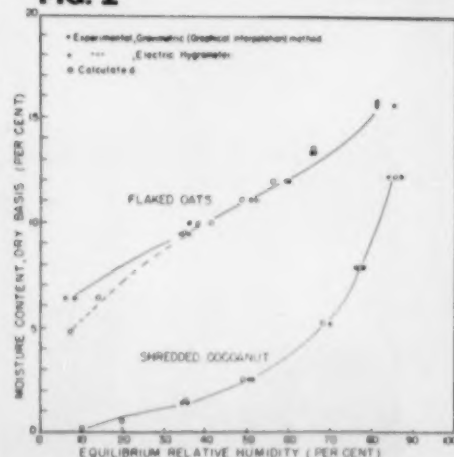


FIG. 3

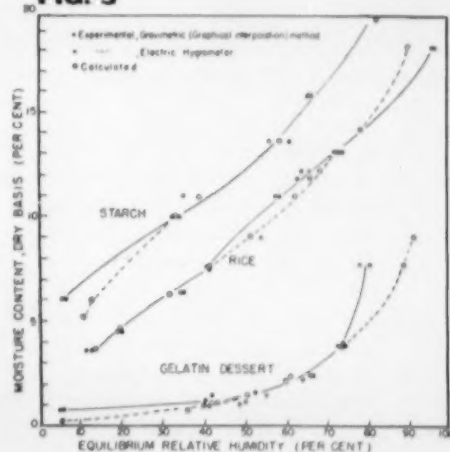
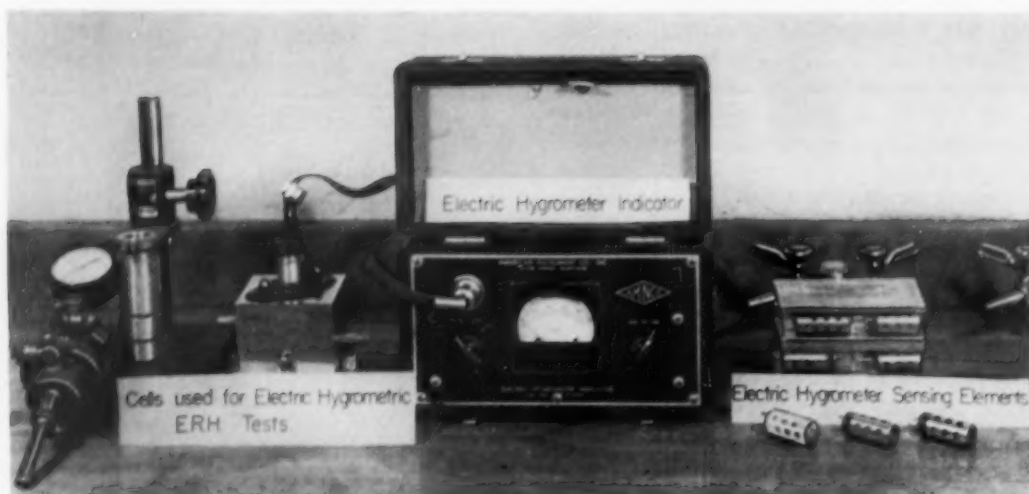


Table II: Values of constants k and n for five different food products

Material	Constants	
	k	n
Shredded coconut	6.56×10^{-4}	0.685
Starch	6.24×10^{-4}	2.07
Shelled rice	3.44×10^{-5}	1.635
Gelatin dessert	9.71×10^{-3}	0.665
Flaked oats	1.22×10^{-3}	2.61

Table III: Results of equilibrium relative humidity tests on two food products

Product	Moisture content	E.R.H. (%), Standard average of 10 samples			Standard deviation (% E.R.H.)	Standard error (% E.R.H.)
Shredded coconut	1.94	40.6	1.46	0.44		
Shelled rice	15.0	56.8	2.86	0.85		



4. Equipment used for electric hygrometric relative humidity tests.

PHOTO BY L. SPIEGEL

for the given moisture content. The electric hygrometer used in the experiments was of the standard Dunmore-AMINCO type with sensing elements calibrated by the American Instrument Co.

All moisture determinations on the food products tested were conducted according to standard procedures of the Assn. of Official and Agricultural Chemists (AOAC). A Cenco cylindrical chamber oven with vacuum chamber was employed.

The theoretical curves were calculated on the basis of the Henderson equation. For this purpose, two empirical points in the middle portion of the curve were selected.

The equation constants k and n were calculated by inserting the experimental values into a simplified form of Equation 1:

$$\ln(1-rh) = -kTM^n \quad (\text{Eq. 3})$$

Results and discussion

To determine the reproducibility of results obtained with the electric hygrometer, equilibrium relative humidity tests at a constant temperature of 80 deg. F. were made on 10 samples each of two different food products. The moisture levels tested were as follows: shredded coconut, 1.94%; and shelled rice, 15.0%, on dry basis. The results obtained are shown in Table III.

It is evident from these results that a high degree of reproducibility was attainable with the electric hygrometric method.

Equilibrium relative humidity tests were conducted on the five food products mentioned before. Both the electric hygrometric method and the graphical interpolation method were used. The results obtained are presented in Table I. To correlate the

two methods statistically, the results obtained with the electric hygrometer were plotted against the results obtained gravimetrically (Fig. 1). It is evident that a nearly perfect correlation between the two methods was obtained.

Experimental points obtained on the five food products were fitted into the Henderson equation, and constants k and n were calculated for each of the products (Table II). On the basis of these constants, theoretical points on the moisture-equilibrium isotherm were calculated and compared with the experimental results (Figs. 2 and 3). It is evident from these results that a good general correlation was found between the calculated curves and the experimental data. In the low and in the extremely high humidity ranges, however, there were significant deviations from the theoretical curve for some of the products. This is undoubtedly due to the factors already discussed.

On the basis of the experience gained in this study, the following procedure is recommended for routine control determination of equilibrium relative humidity:

1. The equilibrium relative humidity of two samples of different moisture contents is determined by the electric hygrometric or the graphical interpolation method.
2. The sorption-isotherm is calculated on the basis of the experimental points, using Equation (2).
3. Additional points are determined by experiment to check the validity of the theoretical curve in the low and high humidity ranges. The actual number of determinations will depend on the accuracy desired.

[Continued on page 237]

Siliconed glass containers

*Production-run tests reveal
new data on effectiveness
in preserving the strength of glass*

*By J. P. Poole**

That glass, which is one of the hardest and most chemically resistant substances known, can profit considerably from surface protection is a fact not generally appreciated.

Glass technologists have known for a long time that the strength of freshly made or pristine glass whose surface is without a blemish or flaw is extremely high. They have also known that the strength of glass decreases rapidly as the number of flaws or discontinuities on the surface increases. Since glass fails only from the surface under a tensile stress, any discontinuity acts as a point of stress concentration which will affect ultimate apparent breaking stress.

A major source of surface damage is provided

* Director of Research and Development, Brockway Glass Co., Inc., Brockway, Pa.

by the phenomenon of cohesion. When two pristine surfaces are even lightly brought together, "seizing" or cohesion takes place. When the surfaces are separated, minute areas which were in contact with each other are pulled off the surfaces of the glass, leaving a flaw. If the surfaces are dragged across each other, a series of fine cracks will result. The tendency for this cohesion between two glass surfaces decreases as glass ages, as normal moisture pick-up from the air as well as oil from the hands of users provides a protective, lubricating film of sorts.

Other obvious sources of surface damage, such as bumps, impacts and abrasions resulting from normal handling and usage also reduce the strength of the glass article.

Actually, the strength of glass is primarily de-

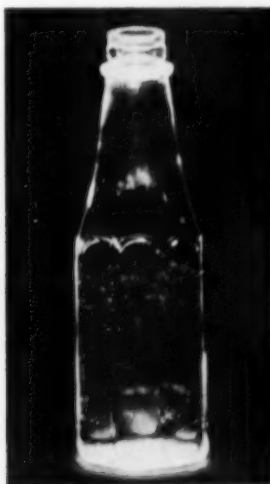
Differences in damage after one trip through filling line



1. Untreated beer bottle after being subjected to normal filling-line operation.



2. Siliconed beer bottle after a similar test. Note the absence of flaws and abrasions.



3. Damage done to untreated catsup bottle is evident after normal filling-line operation.



4. Little damage is apparent on same type of catsup bottle which was silicone treated.

pendent on its surface condition. While strength is also affected by chemical composition, heat treatment, shape, methods of manufacturing, testing, etc., the effect of the surface condition alone on the strength is so great that even small variations in surface condition will cause strength changes so large that the effects of all the other independent variables are completely masked. Only by observing the most careful and controlled procedures is it possible to isolate the effect of variables other than surface conditions on the tensile strength.

Glass has served admirably in spite of the fact that normal usage results in a continual decrease in strength from originally high pristine value. There-

5, 6. Easy-pour-out feature is shown by this comparison of untreated bottle (upper photo) and similar silicone-treated bottle filled with same viscous product. Siliconed bottle pours out clean.



fore, the service results that could be achieved if surface damage were prevented should be phenomenal. For this reason, various techniques for the surface protection of glass have been the subject of study and experimentation by the industry for many years.

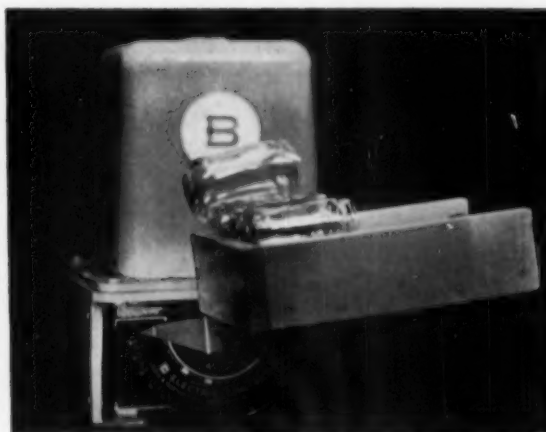
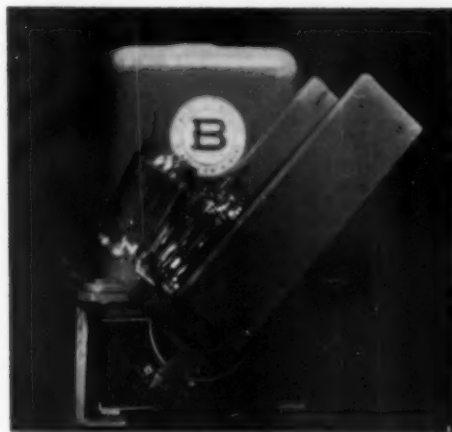
In the container field, one of the earliest methods, sulfuring, is still in wide use, especially on lightweight, non-returnable beverage bottles. Other techniques include the application of waxes, oils, soaps and other materials which will give lubricity to the glass surfaces and thus prevent cohesion from taking place. All of these techniques are advantageous in so far as they provide a degree of protective coating. However, because of the appearance of the treated container, or the effect of the film on the product, it is necessary usually to wash the bottles before filling. This removes the surface coating and the bottle no longer has any protection against surface damage.

Obviously, a treatment which would give surface protection to the glass container throughout its life would be the most effective means of preserving its original high intrinsic strength.

A silicone process whose surface protection closely approaches the ideal surface treatment has been developed after many years of research. These silicone films, of which there are several types, are applied to the containers during the annealing process before the ware is handled and while it is still pristine. Extensive experimentation and production tests have shown that these silicone films, when properly applied, are by far the most effective method yet developed for preserving the strength of glass. As they are inert, non-toxic and invisible, they can provide permanent protection to single-trip containers and greatly extend the life of returnable ware.

The effectiveness of the silicone surface protection can best be illustrated by comparison of the strength, surface damage and, best of all, differences in actual filling line and shipping performance between regular unprotected bottles and siliconed ware. Considerable production and experimental data have been obtained on various types of containers, all of which have consistently demonstrated the superiority of a siliconed container.

To obtain this comparative data, sizable samples of siliconed and unsiliconed ware from the same production have been run through filling lines. A careful count has been kept of all production breakage. Sizable random samples are taken of the unsiliconed bottles used as controls and of the siliconed test bottles at various points on the line, such as after the first unscrambler, rinser, filler, capper, pasteurizer, labeller and case loader. The breakage levels from pressure, thermal shock and impact of



7, 8. Repose test used in determining the lubricity of silicone-treated bottle surfaces. Cohesion of untreated jars (left) prevents release of top jar of pyramid until platform reaches a 48-deg. angle. Surface lubricity of the siliconed jar (right) is indicated by low release angle of 5 deg.

the various samples are then determined in the laboratory.

Some of the bottles from each sample location are etched in hydrofluoric acid and photographed under special lighting to record the actual surface damage received by the bottle up to that particular point. This photographic technique also serves to evaluate the severity of various parts of the filling line. In some cases, shipping records have been kept where this type of loss had been a matter of concern.

In a typical test on 250,000 bottles, line breakage was reduced from 0.1% to 0.014%. Shipping tests on the same ware showed that the normal loss of 0.1% was reduced to less than 0.001%.

A run of 75,000 bottles in a brewery showed a breakage decrease from 0.5% to 0.04%. Another brewery showed a decrease in line loss from 0.4% to 0.1% as a result of silicone protection.

These reductions in line breakage are significant not only from the standpoint of the number of bottles saved, but the sizeable decrease in down time and product loss that is possible.

Comparative tests of certain types of siliconed containers and containers with various other types of surface protection have shown that only the silicone film gave protection through the entire line and during shipping. All other treatments were removed early in the filling operation and their protection lost.

Table I shows the improvement of hydrostatic pressure strength given by the silicone treatment after filling line abuse.

Impact strengths have been evaluated in several ways. The 24-oz. juice bottles mentioned in Table I showed the silicone treatment increased heel im-

pact strength from 81.1 in./sec. to 93.7 in./sec. Drop tests of aerosol bottles, conducted by the Zonite Products Co., showed that the siliconed container would survive five to six times as many drops on a concrete floor from 4 ft. as the untreated container. On the incline impact test, (a moveable platform dolly which rides on a plane inclined 10 deg. from the horizontal impacting a fixed backstop) the silicone coated containers averaged 82 ft.-falls to bottle breakage while sulfured containers averaged only 25 ft.-falls to bottle breakage. This is better than threefold improvement.

These results are typical of data obtained from all tests conducted over several years. In every case, the surface damage as recorded by photographs could be used to predict the order of magnitude of the strength of the container, i.e., as the surface damage increased, the strength decreased.

Figs. 1, 2, 3, and 4 clearly show the differences in damage to the surface of siliconed and untreated containers after one trip through a filling line.

The durability of the silicone protective film is excellent. Tests in commercial bottle washers having

Table I: Hydrostatic pressure strength

Bottle	Untreated	Siliconed	% improvement
4 oz. aerosol	456 psi	680 psi	49%
24 oz. juice	185	237	28
14 oz. ketchup	308	474	54
12 oz. beer	294	560	87
12 oz. beer	224	278	24
12 oz. beer	349	429	23
10½ oz. beer	307	441	44
32 oz. bleach	182	208	14

a caustic concentration of 5% at 160 deg. F. have shown that the siliconed container requires 20 trips to evidence the same damage imparted to an untreated container in five trips. This is an indication of the increased trippage possible through the use of siliconed containers.

Other advantages

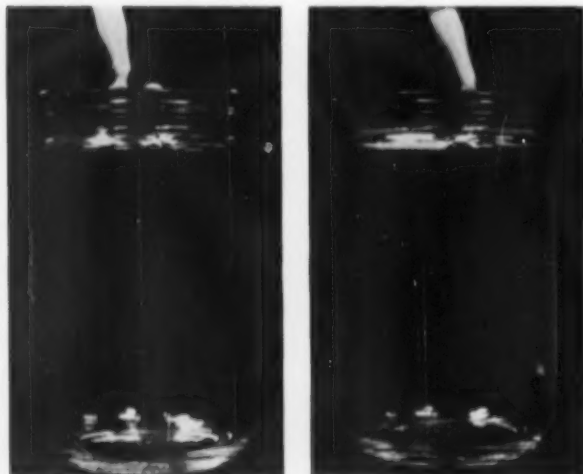
Although preservation of strength is the main advantage of siliconed containers, other advantages to certain packers have been realized. It has been found that better vacuum retention with easier cap removal results from the use of siliconed containers. Crown closures are easier to remove while full pressures are readily maintained. Similarly screw caps are easier to remove, although no spontaneous backing-off occurs. Cork and liner residue on the finish is also minimized.

Some products show remarkable drain-back and pour-out properties when packed in siliconed containers. Figs. 5 and 6 illustrate this feature.

Chemical durability of the glass against acid or distilled water is improved about 15%.

More complete drain-out of rinse water from a siliconed container results in less trouble from discoloration of certain types of products which are sensitive to hydrolysis.

Smoother line operation is possible, as the siliconed bottles are self-lubricating. Less jamming will occur at unscramblers and other line constrictions. As a result, all users of siliconed containers have reported improved and more efficient line operation.



9, 10. Droplet test to prove water-repellency of silicone. Liquid drops form easily on lip of siliconed bottle (left). Same droplet test with untreated bottle shows lack of drop formation on untreated bottle, indicating complete wetting.

Numerous problems have been attached to the use of siliconed containers. Originally, there were many, but gradually through careful study and research, they have been eliminated or minimized. The appearance problem of a clouding or fog over the headspace of the product, especially pronounced during cooling or heating cycles, has been eliminated by the development of an application technique where the silicone is confined only to the outside of the bottle.

Users who wish silicone inside for various reasons, or those to whom this is of no importance, will be interested to know that careful study has established that there is no contamination of food when silicone is used to coat wide-mouth food containers both inside and out.

Product tests conducted by outside laboratories have shown that siliconed containers have no effect on the color, taste, carbonation or foaming properties of the products. As the silicone film is inert, this is to be expected.

Undesirable characteristics of feel such as greasiness or oiliness typical of early siliconed ware has been overcome by improved materials and application techniques.

The problem of label adherence to siliconed containers is still troublesome, but has been partially solved.

Numerous adhesives of all types, satisfactory for siliconed glass surfaces, have been developed within the past year.

Siliconed bottles which are first washed in caustic, such as returnable beverage bottles, do not require special adhesives. It has been found that the caustic removes the surface properties responsible for labeling difficulties without affecting the lubricity or protection provided by the silicone. And, of course, packers who use wrap-around labels need no special adhesives.

It can be safely said that great progress has been made during the past several years and that siliconed glass containers are now a practical and proven reality. The great advantages which accrue to silicone protected glass containers are available to users of glass at no extra cost.

The development of the silicone treatment has been of great assistance in resolving some of the problems which may lead to future light-weighting and paper savings through the use of improved containers. The resulting savings plus those which can be realized from better filling line and shipping operations can mean only a cost reduction to the packer of siliconed glass containers.

Similar benefits can be extended to the entire glass industry by the use of permanent silicone surface protection.



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RELY ON IPI FOR LEADERSHIP IN INK RESEARCH

New glass research center

Further 20% light-weighting of containers is announced as product of long-term studies now centered in new O-I laboratories

The opening last month in Toledo of what has been called the world's most advanced research and engineering facility for glass studies brings news of significant developments in glass packaging.

Thousands of persons toured the vast new Owens-Illinois Technical Center during a two-week program climaxed by dedication ceremonies Sept. 27.

The tours, designed to illustrate the significance of the Technical Center's work and to demonstrate the completeness of its facilities, also revealed for the first time many important recent achievements of Owens-Illinois research. These included:

1. A new glass-making process which turns out containers 20% lighter—but still stronger, it is claimed, than similar containers made by present processes. The commercial version of the experimental machine used to demonstrate the process will produce these lighter jars, it is said, at a rate almost twice as fast as any other machine its size.

2. A heat-treating process for glass containers said to make them much more durable, promising to open up new packaging opportunities for glass.

Oscar G. Burch, Owens-Illinois vice president in charge of engineering and research, described the Technical Center and its functions to newspaper and magazine representatives at a special press preview and said its goal, briefly, was to find new and improved glass products and better ways for making them. That comprehensive goal, he said, includes far-reaching and vital studies which are of world-wide concern to glass scientists.

"One of our major objectives, for example," Burch said, "is to determine what holds glass



Bottle-forming mold is studied microscopically in compiling new information on what happens when red-hot glass encounters metal. Findings resulted in new light-weighting process.

together. Once we've solved the mystery of the structure of glass, we hope to put that knowledge to work to make glass more versatile, more adaptable and generally more serviceable to man."

Principal points of interest were the exhibits showing the center's complete facilities for glass research, from pure theory through pilot-plant production.

The pilot plant exemplifies the completeness of the center's facilities. A glass factory in itself, it is capable of turning out 75 tons of glass products daily on its battery of experimental machines fed by two furnaces.

[Continued on page 229]

Colors of glass can be more closely controlled by studies in daylighted booth where containers are tested against standard color samples.



This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 575 Madison Ave., New York 22, N. Y. Your name or other identification will not appear with any published answer.

Grease-resistant polyethylene

Question: *We are now using polyethylene film in bag form for many of our products.*

Nearly all of these various products contain edible oils or fats of different kinds and in variable amounts. Present polyethylene film is not satisfactory for all our products because it will not hold all of the fats.

We have heard recently that the new polyethylene resins have better greaseproofness. Can we expect better results from these new resins alone or would they be more satisfactory as mixtures with present resins?

Answer: Polyethylene film is an excellent barrier against water and water vapor and has other outstanding properties, but its lack of resistance to penetration by some oils causes many problems. It appears that this penetration depends somewhat upon the type of oil (or fat), its viscosity and the temperature. For example, mineral oils of low viscosity at room temperature can show rapid penetration, while a hard animal fat will show no penetration through the film.

There is some evidence that certain types of coating on polyethylene film can greatly improve the oil resistance. However, such coated films are not on the market today.

The low-pressure-type polyethylene resins are reputed to have excellent resistance to penetration by mineral oils, in contrast to high-pressure resins which are used in today's films.

However, there are no data or experiences to show if this improved grease resistance covers the many other oils and fats in use today. It is reasonable to assume, however, that the low-pressure-type resins will show a general improvement in grease resistance. Films from these resins may not be available for

some time and it should be realized, also, that they may have their peculiar problems which will not make them easily interchangeable with present films.

It is impossible to predict the grease resistance of mixtures of present resins with low-pressure-type resins. However, a guess would be that the grease resistance would improve as the amount of low-pressure resin is increased.

Boilable, freezable film

Question: *We are interested in a plastic film that can be used in a bag form for a special frozen-food product.*

The idea is to have the purchaser boil the product in the same bag. We will enclose the bag in a carton for handling and merchandising. However, we have not found a plastic that will undergo both the low temperatures which are required for frozen foods and also the high temperatures required to boil the product in water while it is still in the film.

Can you tell us of any plastic film that is on the market which will meet these requirements?

Answer: There are a few plastic films that will meet either of the conditions you mention. And perhaps there is only one now on the market that will meet both conditions and also be satisfactory for a food product.

It is suggested that you try one of the grades of saran (vinylidene chloride). This film could meet the frozen-food requirements and should not become too softened by boiling water. Obviously, the bag must be vented to release the pressure of water vapor. The saran film will also give good moisture protection to your product.

In the future you should also try a film made from one of the so-

called low-pressure polyethylenes. Such resins and films will be on the market within the year and this polyethylene film should be able to withstand softening at boiling water temperature.

Spring-back of wraps

Question: *One of our products uses a printed wrapper that must conform to the shape of the product and not spring back either during or after the wrapping operation. We have tried many kinds of paper wrappers and the results have ranged from bad to good. Can you inform us on just what the proper specification is for a wrapper which must not spring back during or after application?*

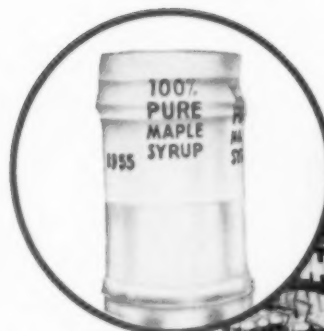
Answer: There is a very great range of spring-back properties in the possible materials that can be used for a printed wrapper. Certain hard-finished papers and rigid plastic coatings or films will spring back so quickly and completely that they cannot be used on most wrapping machines unless they are adhesively held or heat sealed.

Aluminum foil either alone or mounted on thin papers will make a wrapper that has so-called dead-fold properties—that is, complete lack of spring back.

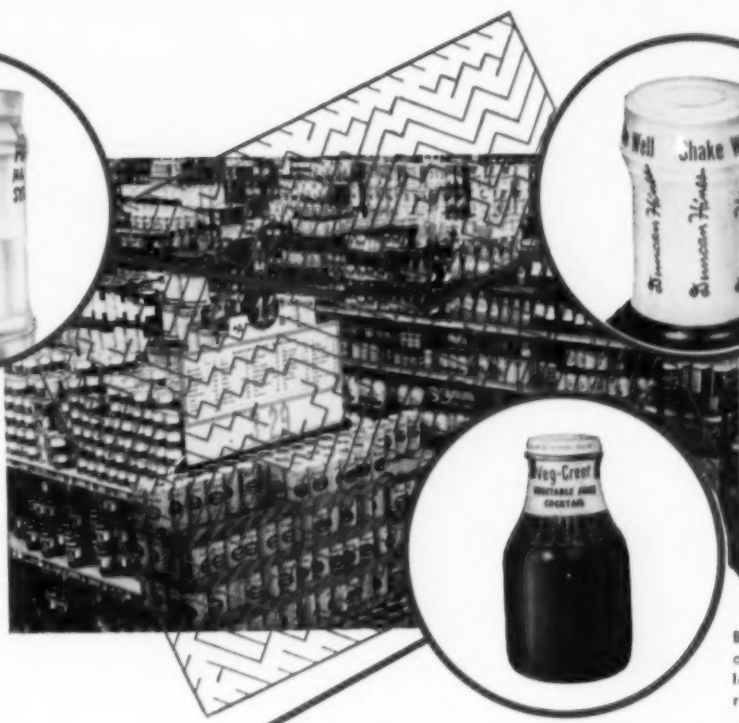
You should try a large number of different kinds of papers from various mills. You will find a few that perform quite well. In general spring-back property of a paper will depend on the type of pulp, the density and finish, the size treatment and other additives such as wax, clay coatings, resins, etc. Certain combinations of these factors and materials produce a paper with the type of folding qualities you want, but it is impossible to give exact specifications because of the complex relationship among the various factors which have been mentioned.

CEL-O-SEAL bands lift your glass package out of the food store maze

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Highlighted brand names, trademarks, suggested uses make each package self-selling.



Band acts as a label or a seal—or both. Ideal for specialties, re-use containers.



FRONT



BACK

Extra printing space permits P-O-P merchandising tie-ins, sales messages, recipes, labeling information.

Self-selling shelf standouts . . . that is what your glass packages must be to remain competitive among the thousands of items in today's food store. See appeal means sell appeal in this era of impulse sales.

Colorful Du Pont "Cel-O-Seal" bands offer your package—or family of packages—distinctive merchandising "extras" designed to set it above competition, stop the shopper, win extra sales.

See the difference a sales-winning "Cel-O-Seal" makes in your package. Custom-designed bands complement your package, meet your sales needs. Write or send a labeled container to: "Cel-O-Seal" Section, E. I. du Pont de Nemours & Co. (Inc.), 10424-A Nemours Bldg., Wilmington 98, Del.

"Cel-O-Seal" cellulose bands are also sold by Armstrong Cork Co., Lancaster, Pa.

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Equipment and materials

A beaded rip strip for coffee cans

that is designed so as not to slip off the key as it is wound has been announced by Continental Can Co., 100 E. 42 St., New York 17.



Called the "Gripstrip," it consists of a metal strip along which a pair of raised lines, like a tiny railroad track, appear. As the key is turned, one section of the strip locks firmly to the next, all around the can.

The beading is also said to add strength to the body of the can itself.

In addition to the currently available 1- and 2-lb. coffee cans, Continental Can Co. also plans to produce cans for shortening and meats with this new feature.

A new package cushioning material

which is said to meet U.S. military specifications is now being made available for industrial uses by Owens-Corning Fiberglas Corp., Toledo 1, Ohio. Made of Fiberglas, it is manufactured in densities up to 30 lbs. per cu. ft. and is designed for the protection of delicate instruments and machinery and fragile or expensive items during shipment. The material is claimed to be dimensionally stable, odorless and moisture resistant. It is available in sheets or rolls.

A cleated box without nails or screws

has been patented by Cardinal Containers, 800 Fair Oaks Ave., Oak Park, Ill., which plans to license its manufacture to box companies. Known as the Panel-Lox box, it employs



a set of prefabricated panels which can be produced in volume with standard wooden, wirebound or cleated box-making equipment, out of plywood, veneer, lumber or veneer-kraft. The size of the box which can use the new principle is unlimited, says Cardinal, and its

parts may be stored and shipped in knock-down condition. Cleats on the panels are pre-nailed, stapled or glued in place so that they interlock during box assembly to form a container that will withstand rough handling and can be re-used if desired. Steel strapping around the girth is all that is required for closure.

Paper with good resistance to oil and grease

can be produced with a new paper-sizing agent, "Scotchgard," says Minnesota Mining & Mfg. Co., 900 Fauquier St., St. Paul 6, Minn., the manufacturer. The new fluorochemical agent is said to "coat every fibre with an oil-resistant film" without affecting the properties of the paper, being most effective when used on kraft paper.

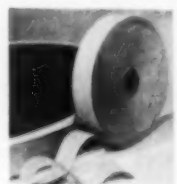
When treated in this way, the kraft can be used for packaging oily gears, bearings and other machinery parts, since its strength is not impaired. One of the first to use this new sizing agent is Thilmany Pulp & Paper Co., Kaukauna, Wis., which has introduced a line of Thilco Repel treated krafts and laminated papers.

Pressure-sensitive bakery trays

of a new type have been introduced by Marathon Corp., Menasha, Wis. They are said to eliminate completely locks and tabs. Using a cohesive latex coating to produce a firm bond when treated areas are brought into contact with one another, "Pressure Seal" trays and cartons provide more design area on side and end panels. The direct bond is also said to give a more rigid construction than that of conventional cartons, with less "play" in the walls. Conversion changes on existing equipment to handle the new trays and cartons can be made simply and inexpensively, says Marathon.



A new line of crepe-paper tapes



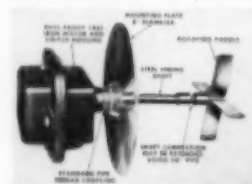
for staying bases and covers of cylindrical boxes to their sides has been announced by Dennison Mfg. Co., Framingham, Mass. The tapes are made from tissues and kraft papers and are creped in either one or both directions, in order to give a flat, neat fit around corners and curves, without the need for tucking or pleating.

A conveyor attachment for its bottle filler

has been introduced by Ertel Engineering Corp., Kingston, N.Y. Designed to eliminate breaks in the vacuum-filling operation, the new conveyor feeds small bottles used in the chemical, cosmetic and pharmaceutical industries into the Ertel ESA filler and discharges them after filling.

A new paddle-type bin level indicator

designed for use on any bulk material that will blow through a bin has been announced by The Bin-Dicator Co., 13946 Kercheval Ave., Detroit 15, Mich. The new unit is



said to be particularly adapted for installations where a conventional diaphragm-operated model is not satisfactory, such as bins under pressure or vacuum, or bins handling materials containing large lumps which tend to "bridge" or which tend to "rat-hole." The Roto-Bin-Dicator has a slowly rotating paddle, mounted on a flexible shaft, which projects into the bin and is driven by a small motor. When material in the bin partially or entirely covers the paddle, the motor stops and a switch is activated, which then may actuate a control or signal system.

A new machine for vacuum forming

has been introduced by Abbott Plastic Machine Corp., 6322 N. Clark St., Chicago 26, producing "skin" packs in which the product is the mold. Small objects to be packaged are laid on a sheet of printed and coated paperboard, then covered with a sheet of plastic film. This done, the

At Walkerville, Ontario, a fully-automatic Jones Constant Motion Cartoner will carton Canadian Club in 5 different carton and bottle sizes.

At Peoria, Illinois, 4 Jones CMV cartoners will carton 10 brands in 12 different carton and bottle sizes.

HIRAM WALKER

Selects

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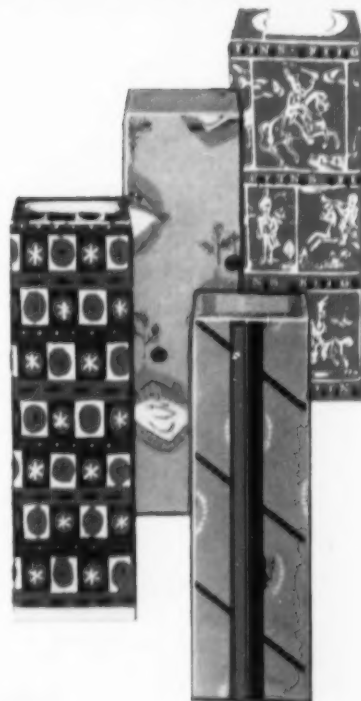
*For gift wrap program ...
New to distilling industry*

HIRAM WALKER, INC., distiller and bottler of Canadian Club, Walker's Deluxe and other famous brands, has launched a revolutionary new Luxury Gift Wrap Program for the holiday season.

Hiram Walker selected Jones cartoners for reliability, high speed and flexibility. Bottles range from standard pints (16 oz.) to Imperial Quarts (40 oz.). Cartons vary from approximately 3 x 2 x 8 to 5 x 5 x 12.

These five machines are handling some of the heaviest bottles ever to be automatically cartoned in folding boxboard. For added package security, bottom flap is strip-glued before tucking.

This cartoning operation, so unusual to the distilling industry, is typical of the dependable, high-speed automation which has been applied to hundreds of products by Jones.



P. O. BOX 2055

CINCINNATI, OHIO

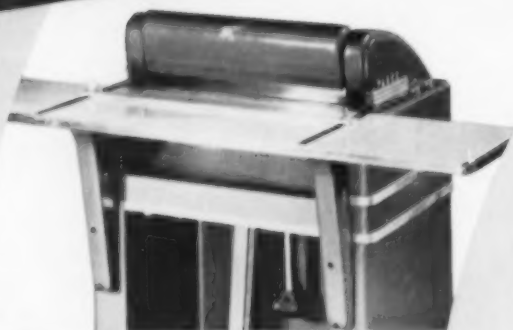
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without TEARING or CRACKING



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Now Taber has made it possible to combine both the folding and creasing operation in one machine. Electrically heated, thermostatically controlled folding blade ACTUALLY MOLDS sheet plastic into desired folds eliminating all tearing, cracking or opening up. Handles all types of thermoplastic sheeting at 700 single folds per hour or more with multiple folding. By simply changing upper blade and lower die this folder can be converted to a 180° creaser. Handles .005" to .020" thickness cellulose acetate up to 30" wide and will make open or tight 100° fold. Designed to handle two blades if desired.



**HEAD TWO EDGES AT ONCE WITH THE
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Section 12

Equipment and materials

machine heats and vacuum forms the plastic, drawing it over the product and sealing it to the paperboard. The machine has two tables; while one is being loaded, the other is going through the forming and vacuum cycle. Two sizes are available, the APM 30, which uses a 24-by-24-in. sheet, and the APM 40, which can handle a sheet measuring 36 by 36 in.

A sliding metal handle for produce cartons

has been developed by the Specialty Div., Crown Cork & Seal Co., Eastern Ave. & Kresson St., Baltimore 24. Aimed



at making stacking and carrying of fruit and vegetable cartons easier, the handle hooks into special openings in the outer wall of the double-walled box. When not in use, the handle slides down into the box so that its top does not project, thus making stacking simpler. The handles are made of galvanized cold-rolled steel, with turned edges, and reportedly can carry weights of up to 80 lbs. in conventional 8- and 12-qt. corrugated boxes. Handles and boxes are shipped separately.

A carry-home carton with a handle,



designed for 12 cans of beer, has been developed by Fibre-board Product, Inc., 1789 Montgomery St., San Francisco 11.

The same handle device can be built into various other styles of cartons without additional cost, says the supplier. Illustrated are Jones style 12-12 oz. canned beer cartons.

Metal containers with an 'imported' look



have been introduced by Atlantic Can Co., Delawanna, N.J., in a number of sizes and styles, and priced, the manufacturer claims, at one-half the cost of similar European tins. Designed for packing of candy, cake, cookies and the like, the lithographed metal containers are at present available in two patterns, a Tole design and a series of five with French Imperial motifs, one of which is illustrated above.

Two reinforced gummed tapes

have been added to the line of Tru-Test sealing tapes produced by Tape, Inc., Green Bay, Wis. Both are reinforced in two directions with glass fibre yarns and made from two sheets of 30-lb. basis kraft. One type is laminated with multi-blend asphalt, the other with a special resin.

Three new resins for the paper industry

have been announced by the Plastics Div., Monsanto Chemical Co., 812 Monsanto Ave., Springfield 2, Mass. Scriptite 50, a water soluble polyelectrolyte, is recommended as a surface size for paper and paperboard, to improve its wet and dry tensile strength, decrease porosity and improve printability. Scriptite 52, another polyelectrolyte, is soluble in aqueous alkali, but not in water. Used as a sizing agent, it is designed to increase water resistance and wet strength. Scriptite 54 is a partial ester of a

NOW...every dry product can have the sales plus of sparkling glass containers



Kimble Opticlear Vials are available in 1, 3, 5, 7, 10, and 12-dram sizes. The tooled neck of the vial and special stopper provide positive protection against moisture-vapor transmission.



Kimble Opticlear Shell Vials are available in 1, 2, 3, 4, 5, 7, 10, and 12-dram sizes. Note that the polyethylene stoppers are hollow, providing more room for contents.

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Kimble Opticlear Vials are the aristocrat of all packages. They are the finest glass containers available anywhere...are first choice by leading companies whose products demand an unusually fine and exceptional container.

Kimble Opticlear Shell Vials are

designed, produced—and priced—to make it practical for mass packaging almost any dry product.

Both of these Kimble Vials have crystal-clear clarity, gleaming beauty, unusually high moisture-vapor resistance. They are light and sturdy. The sparkling clarity of the glass provides perfect vision of contents, permits labeling either inside or outside.

Both Kimble Vials have special,

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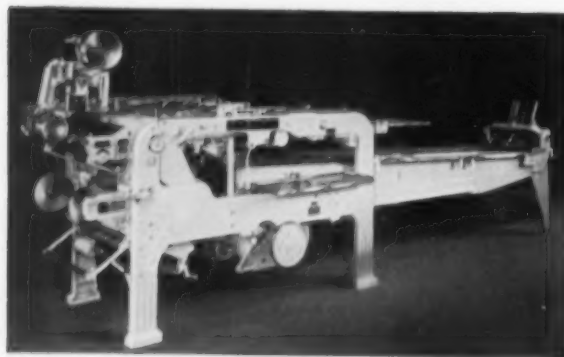


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Paper specialties, textiles, baked goods, meats, and products only remotely similar . . . the Oliver wraps them securely, neatly, rapidly. Using modern packaging materials it heat or glue-seals your package for utmost protection. A smart diecut label can be heat-sealed to the package. The quick-adjustability of the Oliver keeps the unit cost low. Each of 7 models handles packages in a wide range of sizes at speeds up to 50 a minute. Printed wrappers are registered by an electric eye. The many Oliver features—plus the Roll-Type Labeling System—save you dollars every day. Write now for complete details.



"Oliver" Wrapping Machine

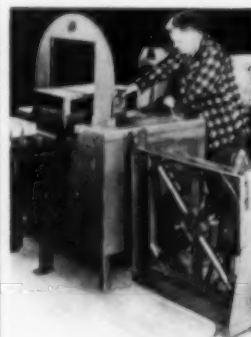
with Automatic Roll-Type Labeling System

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Equipment and materials

long-chain resin containing carboxyl groups, insoluble in water and soluble in alkalis and several organic solvents. As a paper coating, it is said to produce high resistance to water, wet rub and bleed, and to give high gloss, toughness, good adhesion and good printability.

An automatic metal strapping machine



which wraps, tensions and seals steel bands around cartons or boxes has been announced by General Strapping Corp., 100 Park Ave., New York 17. Operation is fully automatic, activated by hand lever, pedal or button. Known as the Auto-Band Strapper, the model shown will handle all sizes of containers up to a girth of 20 by 22 in., at a rate of 18 straps per minute, says the manufacturer.

Other sizes of the machine which are available will handle boxes up to 52 in. square, the supplier reports.

A waterproof corrugating adhesive

for use in the fabrication of boxboard and laminated paperboard has been announced by the Chemical Div., Koppers Co., Inc., Koppers Bldg., Pittsburgh 19, Pa. Claimed to be the first alkaline running adhesive with satisfactory waterproofing characteristics, it has reportedly proved effective with a variety of materials, making higher production speeds possible.

A new electronic counting machine



for high-speed precision counting of a wide variety of small objects has been announced by the Delta Engineering Corp., 88 Broad St., Boston 10. Especially designed for packaging of short runs of a number of different products, the Model B Counting Machine reportedly can change over from one item to another without the use of additional guides or other equipment. Objects to be counted are placed in the machine's hopper and the desired batch quantity set on a series of dials. The correct number is then

automatically sorted, counted and divided in the pre-set quantity, at a feeding rate of 120 ft. per minute. The counting machine can be used with heat-sealing wrappers and conveyors (as shown) or with manual packaging set-ups.

A new tape dispenser for bag sealing

has been introduced by Minnesota Mining & Mfg. Co., 900 Fauquier St., St. Paul 6, Minn. Designed for sealing the necks of film bags up to 10 lbs. in capacity with pressure-sensitive tape, the Model P-37 "Scotch" brand sealer uses a 60-yd. roll of 3M's 3/8-in. or 1/2-in. wide colored paper tape—said to



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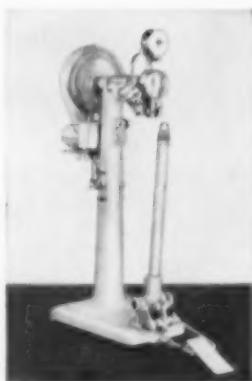
gives you frictionless, uniformly smooth flow—off the coil and through the stitching head—to assure high speed, uninterrupted operation. In 5, 10, 25, 50 lb. spools; 5, 10 lb. coils. All Standard sizes. Special sizes, spools on request.

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MACHINE staples carton bottoms up to 72" wide, 40" deep. Effective on board stock to a maximum thickness of $\frac{1}{4}$ ". Single foot pressure on saddle plate brings Bottomer Post into position. The famous "Tip-Toe" contact on electric switch starts and stops stapling. Stapling Head Arms in 12, 30, 36 inches in length. Straight Arms and Sword Arm types also available.

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are your fastest, most economical means of assuring safe, intact shipments of products. Mid-States "T" model is the answer—it's simple, streamlined and fast! Moving handle forward and back tensions, ties, cuts wire in one easy operation. Mid-States supplies the wire to use with each machine.



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Equipment and materials

be enough to seal 1,100 bags. To use the sealer, the packer twists the neck of a filled bag, slides it into a sealing slot where rubber jaws crimp the tape together, then lifts it out and pulls it over a fixed knife which cuts off the proper length of tape. A new feature of the Model P-37 is a separate metal anchor plate into which the sealer can be locked for easy mounting and demounting on a counter or table.

A manually operated can imprinter



for round containers up to one gallon in size has been announced by The Murco Co., Irvington, N.J. Cans are positioned by hand in the machine, then the operator turns a crank which revolves the can and an imprinting drum on which a rubber-stamp die, fed with liquid ink, is mounted.

Speeds up to 400 cans per hour are said to be possible on the imprinter, which is called the Murco Midget.

An improved-model vacuum packaging unit

for the Cryovac process has been introduced by Dewey & Almy Chemical Co., Div. of W. R. Grace & Co., 62 Whittemore St., Cambridge 40, Mass.

Known as Model CW-C, it is a semi-automatic machine for packaging meats, cheese, poultry and other food products, with the operator either sitting or standing.

The improvements which Dewey & Almy lists over its earlier model are: redesigned nozzle twisting mechanism and vacuum control, cut-off knife with safety guard, air-powered horizontal clip applicator and adaptable heads for use with a wide range of products. With the new model, the operator slides rather than lifts the product onto the vacuum nozzle.



A new closing machine for plastic bags

has been introduced by Trescott Co., Inc., Fairport, N.Y. Featuring a yoke that compresses the neck of the bag so that twisting or spinning is not necessary, it can handle 6-oz. to 10-lb. sizes.

A bag is grasped at the top by the operator and swung into the yoke in one motion; the yoke closes it with a length of wire from a spool. The working head is mounted on a floor stand and may be adjusted to any height from 18 to 41 in.



A new anodized can for hams,

inside enameled to combat corrosion and protect the color of canned hams cured by phosphates, has been announced by American Can Co., 100 Park Ave., New York 17. An

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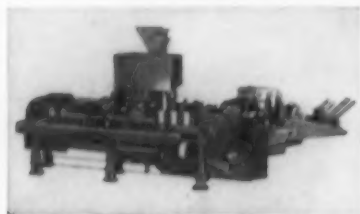
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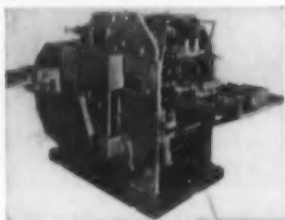
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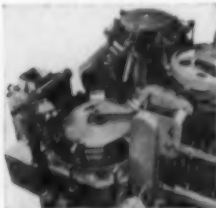


▲ Automatic weighing, filling and carton-forming machine for various bulk products. Type P.P.C. Output: 40 to 60 boxes per minute.

Automatic machine for two-stage feed, bulk and final-weight, feed of macaroni, spaghetti, vermicelli, etc. Type P.P.L. Output: 18 to 20 weighings per minute.



Automatic carton bundling and wrapping machine. Type F.A. 1. Output: 9 bundles per minute.



Automatic machine for making and filling triangular containers. Type P.P.V.T.



Automatic, high precision and fast-output, vibration-feed weighing machine for coffee, rice, sugar, and other granular products, as well as bulk items such as candy, biscuits, buttons, and small metal parts. Type P.S.A.

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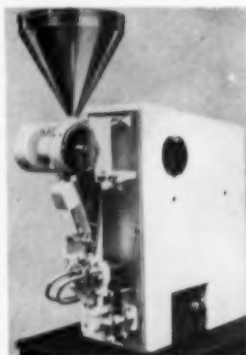
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Equipment and materials

aluminum cleat welded to the inside of the bottom end of the can acts as an electrode and absorbs the corrosive ill effects of the phosphate materials.

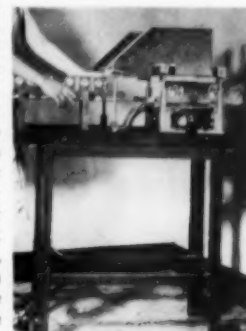
A re-designed English package maker,

the Autopak Satchet Making and Filling Machine, has been announced by The Automatic Weighing & Packing Machine Co., Div. of Autopak, Ltd., Birmingham 3, England. Especially designed for making sample packets, it can produce packages ranging from 1 by 1 in. to 5 by 3½ in. in size from heat-sealable paper, film or foil. The wrapping material is fed from a roll through a pair of serrated rollers and heat sealed along three sides. A rotary-head filler with scale is used. Speeds of 80 packages per minute and up are said to be possible.



A hand packager for multi-unit cartons,

adapted for the small runs needed for test or special promotions, has been originated by Atlanta Paper Co., 926 Peachtree St., Atlanta, Ga. The Cluster-Pak Midget can package from seven to 10 cartons per minute, each holding 5- to 12-oz. cans in single rows of two to six or double rows of four to 12 cans. Atlanta Paper Co.'s self-locking kraft cartons are used. To operate the new machine, cans are fed by hand along a guided track into wrapping position. Next, the operator slides a carton blank through the guide rails and folds it around the cans, then pushes the carton into locking position, where pressure on a foot pedal causes it to be tightened and locked. The entire operation is said to take from six to eight seconds.



A hand sealer for thermoplastic films



for use when large-production heat-sealing equipment is uneconomical has been introduced by Sealine Mfg. Corp., 4716 W. Lake St., Chicago 44. Designed for bag end and package sealing, lap sealing or cutting of polyethylene, Pliofilm and other films, the sealer has an electrically heated revolving head, safety rest and handle. Weighing less than 1 lb., it may be adjusted from 200 to 450 deg. F., using either alternating or direct current.

A new transparent pressure-sensitive label

known as the Vue-Thru has been introduced by Allen Hollander, Inc., 385 Gerard Ave., New York 51. Available

Successful Merchandisers Know

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by

IMCO*

You can rationalize all you wish about containers, but when you get down to facts your sales always depend on consumer preference.

Mrs. Consumer wants beauty, color, utility, and safety. And Imco plastic containers satisfy all of these demands, both at point of sale and in the home.

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Equipment and materials

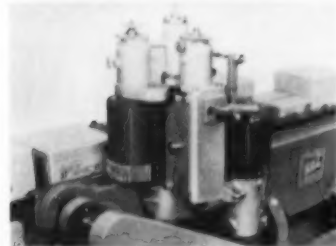
in rolls or cut to size, the labels are said to adhere to any smooth surface, giving the impression that the message they contain is imprinted directly on the product. They can also, reportedly, be removed without scraping.

A convenient portable code dater



that can be switched from one packaging line to another without altering the existing set-up has been introduced by Adolph Gottscho, Inc., Hillside 5, N.J.

The Model TB Marko-coder (upper photograph) uses interchangeable rubber type and liquid flexographic inks to imprint dates and other legends on the bottoms of virtually any type of container, with speeds of up to 600 units per minute said to be possible. Operation of the new code dater is completely automatic.



Gottscho has also announced a new modification of its Markoprinter machine (lower illustration), to permit its use for automatic high-speed addressing of shipping

cases. Cases for shipment to a single address are fed into the machine in a group and a quick-change printing die imprints each of them.

A new high-gloss overwrap finish



for frozen-food packages has been announced by the Marathon Corp. of Menasha, Wis. Called Tyton Glamakote, the new material is said to have greater sheen

and brilliance; excellent sealing qualities, and a surface that resists friction, scuffing and cracking.

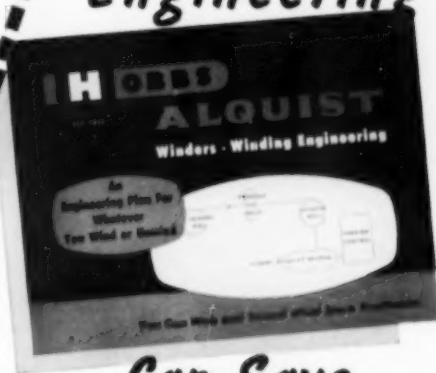
A compatibility tester for aerosols



made of glass so that it is possible to tell visually whether interaction has taken place between the propellant and the contents, has been developed by Fischer & Porter Co., Hathboro 35, Pa. In this way, a quick test may be made of the purity of each batch of propellant. The new tester is available as a 3-oz. tube or as a 6- or 12-oz. bottle, the latter two made in the same size and shape as standard (Continued on page 180)

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HOW TO STAR YOUR PRODUCTS AS AEROSOLS



These Contract To The

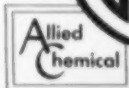
Even slow-moving products have been reborn as best sellers when packaged as aerosols. The push-button convenience of modern pressure packaging, and its elimination of loss from evaporation, spillage, and breakage have proved tremendous sales advantages. With production of aerosols now approaching 200,000,000 units yearly, a gain of nearly 4000% in ten years, it's time for even the conservatively minded to start using this appealing new packaging technique.

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A propellant for every need

Scores of different types of products have been successfully packaged and merchandised as aerosols with the use of General Chemical's *Genetron* Propellants. They are used alone or in combination to provide the ideal propellant for every aerosol need, every pressure and compatibility requirement, every type of container. *Genetrans* include:

GENETRON 12—Dichlorodifluoromethane
GENETRON 11—Trichloromonofluoromethane
GENETRON 12/11 MIXES
GENETRON 320—Dichlorotetrafluoroethane
GENETRON 320/12 MIXES
GENETRON 101—Monochlorodifluoroethane
GENETRON 320/101 MIXES
GENETRON 226—Trichlorotrifluoroethane
GENETRON 141—Monochlorodifluoromethane
GENETRON 100—Difluoroethane (1-1)
SPECIAL PROPELLANTS

GENETRON DEPARTMENT
GENERAL CHEMICAL DIVISION
ALLIED CHEMICAL & DYE CORPORATION
40 Rector Street, New York 6, N. Y.

Basic Chemicals For American Industry

Fillers Are Your Short-Cut Rich Aerosol Market!

Contract Fillers

The Contract Fillers listed are equipped to fill aerosols with Genetron Propellants and are believed thoroughly qualified. Care has been taken to make the list complete, but there may be others in your area who can serve you equally well.

Aero-Fil, Inc.
10015 West Pacific Ave.
Franklin Park, Ill.

Aeropak, Inc.
3001 West 47th St.
Chicago 32, Ill.

Aerosol Corporation of the South
203 Scott St.
Memphis, Tenn.

Aerosol Methods
Johnson Road
Morristown, Pa.

Aerosol Co., Inc.
525 North 11th St.
Neodesha, Kansas

A-M-R Chemical Co., Inc.
985 East 35th St.
Brooklyn, N. Y.

Armstrong Laboratories
421 La Grange St.
Boston 32, Mass.

Associated Brands Inc.
35 Claver Place
Brooklyn 16, N. Y.

C. Barr & Co.
3601 South Racine Ave.
Chicago, Ill.

Bridgeport Brass Co.
East Main St. & Crescent Ave.
Bridgeport, Conn.

Cardel Enterprises
Bethridge Road—Rexdale
Toronto, Ontario

Chase Products Co.
20th & Gardner Road
Broadview, Ill.

Chemi-Form Corp.
1631 South Michigan Ave.
Chicago 16, Ill.

Cleveland Aerosol Packaging Corp.
425 Lakeside Ave., N.W.
Cleveland 13, Ohio

Connecticut General Research Corp.
706 Bostwick Ave.
Bridgeport, Conn.

Connecticut Chemicals (Canada) Ltd.
Curity Ave. and Hollinger Road
Toronto, Ontario

Continental Filling Corp.
123 North Hazel St.
Danville, Ill.

Edgerton & Riley, Inc.
Muirkirk, Md.

Eveready Pressurized Products, Inc.
1022 Belt Line St.
Cleveland, Ohio

Fluid Chemicals Co., Inc.
878 Mt. Prospect Ave.
Newark, N. J.

Robert J. Kerr Chemicals, Inc.
9 South Fairview Ave.
Park Ridge, Ill.

LaMaur Products, Inc.
520 Plymouth Bldg.
Minneapolis, Minn.

Lawson Chemical Products Co.
5634 Selmarine Drive
Culver City, Calif.

Lenk Manufacturing Co.
30 Cummington St.
Boston, Mass.

McGuire & Co.
833 47th Ave.
Oakland, Calif.

National Aerosol Packaging Corp.
330 S. Wells Ave.
Chicago, Ill.

National Spray Can Filling Corp.
1238 East 14th St.
Brooklyn, N. Y.

New Jersey Aerosol Packaging Co.
108 Ashland Ave.
West Orange, N. J.

Par Industries, Inc.
2193 East 14th St.
Los Angeles, Calif.

Plaze, Inc.
9401 Watson Industrial Park
St. Louis, Mo.

Powr-Matic, Inc.
Stroudsburg, Pa.

Powr-Pak, Inc.
643 North Ave.
Bridgeport, Conn.

Products Manufacturing Corp.
135 Stevens Ave.
Little Falls, N. J.

Puritan Distributing Co.
160 Washington St., North
Boston 14, Mass.

Regal Chemical Corp.
115 Dobbin St.
Brooklyn 22, N. Y.

Gene Rose Co., Inc.
1637 South Kilbourne Ave.
Chicago, Ill.

Schaefer Paint Company
334 West Marion St.
Lancaster, Penn.

Sprayon Products Co.
2075 East 65th St.
Cleveland, Ohio

Stalford Pressure-Pak, Inc.
319 West Pratt St.
Baltimore, Md.

John Struthers & Co., Ltd.
3081 Ontario St., East
Montreal, Quebec

Sun-Lac, Inc.
725 Fairfield Ave.
Kenilworth, N. J.

Transco Co.
728 Chronicle Bldg.
Houston 2, Texas

Whitmire Research
Laboratories, Inc.
339 So. Vandeventer St.
St. Louis, Mo.

Western Filling Corp.
4151 Bandini Blvd.
Los Angeles, Calif.

Zenith Drug Co.
1 Vesey St.
Newark, N. J.

Zonite Products Corp.
500 Jersey Ave.
New Brunswick, N. J.

DOOM

FOREVER YOUR COSTLY LABEL INVENTORY CONTROL with ROTO KIMCO AUTOMATIC LABELING SYSTEM



Imprint labels, tags and tickets, as you need them, when you need them — speedily — 2 per second. Eliminating expensive and wasteful preprinted label inventories.

ROTO KIMCO Codes and price marks Box-end Labels, Bag Tops, Pre-pak Labels gummed, ungummed, Heat-Seal, Pressure-Sensitive—also all types of Tags and Tickets. Supplied in FAN-FOLD for economy of storing and speed in handling.

ROTO KIMCO Prints over 120 sizes of printing areas, from 1" x 1/4" up to 6 1/4" x 4 1/4". Prints price logos, rubber mats, or type in 6 pt. to giant 36 pt. Imprints, cuts off, and stacks for speed in production.

ROTO KIMCO Eliminates all types of costly rubber stamp and hand marking.



WRITE for complete details



Equipment and materials

(Continued from page 177)

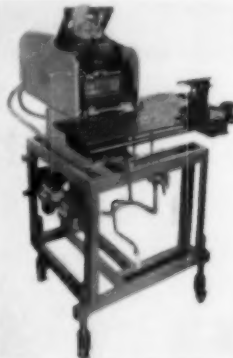
aerosol cans so that they may be filled in the regular production line. It accommodates either a standard aerosol valve or a standard 3/8-in. Hoke needle valve, and also may be used to test spray and pressure characteristics.

A new machine for imprinting cans

with variable data such as color, batch number and other such information has been introduced by Markem Machine Co., Keene 52, N.H.

Designed to replace paper labels and reduce inventories of fully lithographed or pre-printed containers, the Model 70AF is said to handle cans or other cylindrical containers ranging in size from 4 oz. to 1 gal. at speeds ranging up to 25 imprints per minute.

Imprinting is done as a sliding carriage, holding the container, moves from the right to left past an inked printing element using insertable type or a rubber printing plate.



New types of polyethylene-coated papers

have been developed by McLaurin Jones Co., Homer, La., which says it can now coat light weight, thinly calipered films with more accuracy than before. Almost any paper from tissue to heavy board reportedly can be coated, with more exact specifications throughout the sheet.

A line of small seamless metal cans

has been introduced by George D. Ellis & Sons, Inc., American & Luzerne Sts., Philadelphia 40. Unbreakable



and light in weight, they are designed for a wide variety of packaging uses. Included in the line are LabelStik cans, which have a specially designed lid

to hold a printed label; plain seamless slip-cover or full-open screw-top cans; flanged-top cans, and many custom-made cans. Sizes range from 1/16 to 16 oz. in capacity.

An unusual new kind of paper

which is extremely resistant to the passage of oil, water and other liquids, but will permit air to pass through freely has been announced by Riegel Paper Corp., 260 Madison Ave., New York 16.

Two polyvinyl acetate emulsions

for use in adhesive and coating formulations have been announced by the Polyvinyl Chemicals Div., Stahl Finish Co., Peabody, Mass. Known as NeoVac V19N and V29N, they



PACKAGE EARNS NEW DISTRIBUTION!

Olin Cellophane Tra-Pak Helps JACKSON COOKIE CO.'s New Product Score Success in Crowded Market— Without Promotional Backing!

With many well-established brands of vanilla cookies already crowding the shelves of southern stores, the Jackson Cookie Co. of Little Rock, Arkansas, knew their own new vanilla cookie needed an outstanding advantage before it could be profitably launched. Company executives used the sample trays from a unique Olin Cellophane Tra-Pak to work out the construction and features of a tray overwrap package.

The result was an immediate success in an extremely competitive market. Without promotional backing of any type, jobbers, stores and consumers alike made Jackson's vanilla cookies a new favorite. The trade appreciated their ease of stacking and handling, as well as their high brand identification. Shoppers liked the way full visibility was combined with protection against cookie breakage. The resulting reorders have had Jackson's production climbing every month since!

If you, yourself, are seeking new distribution or increased sales in the face of strong competition, examine the sales-building, cost-reducing advantages of a tray package overwrapped with Olin Cellophane.

Call in your Olin Cellophane converter or write us today for a free Olin Cellophane Tra-Pak. This handy kit is ideal for helping you determine the tray construction most suited to your product's special needs. Olin Film Division, 655 Madison Avenue, New York 21, N. Y.



FREE OLIN CELLOPHANE TRA-PAK

Yours on request — 8 sample trays to help you develop quickly the type of tray design that best fits today's self-service packaging requirements for food, candy, drug and other consumer products.



A Packaging Decision Can Change the Course of a Business

OLIN MATHIESON CHEMICAL CORPORATION



Best deep-drawing qualities

Deep-drawn transparent packages made from **GENOTHERM**

Rigid containers — round, oblong, oval, square or cylindrical — suitable for the packing of all kinds of food, with practically unlimited applications.



the rigid PVC foil entirely free of plasticiser and consequently physiologically unobjectionable and officially approved for packaging foodstuffs.



the special type of PVC foil with excellent deepdrawing qualities for vacuum-forming, blow-forming, and plug-forming.



the rigid PVC foil with an exceptional tensile strength, practically moisture proof, unaffected by temperatures up to 176° F and with good transparency.



the rigid PVC foil is available colorless and in colored finishes, opaque or transparent and in all widths up to 32".

ANORGANA G.M.B.H. GENDORF/OBB.

Germany

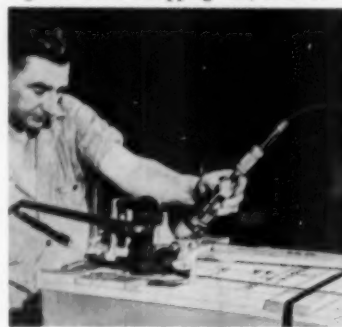


Equipment and materials

are said to have excellent gloss, borax stability, pigment binding power and compatibility with a variety of dextrans.

An air-powered strapping machine,

said to be the first of its kind, has been introduced by Signode Steel Strapping Co., 2600 N. Western Ave., Chicago 47.



Especially designed for strapping skid and pallet loads, it reportedly speeds the strapping operation by eliminating the major cause of operator fatigue. Known as the Model AP, it automatically tensions the strapping, then

seals and cuts it off in two motions. Tension is adjustable up to 1,600 lbs. and a magazine holds up to 75 seals.

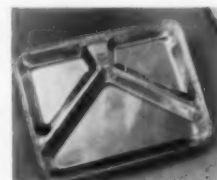
Price reductions for polyethylene film

of as much as four cents per pound, depending on tubing width, have been announced by The Visking Corp.'s Plastics Div., Terre Haute, Ind. Only Visqueen films up to 0.006 in. in thickness are affected by the new prices.

Multiwall bags with built-in pouches

for enclosing printed instructions or sales promotional literature have been devised by St. Regis Paper Co., 230 Park Ave., New York 17. The special "literature pouch" on the back of each bag may be removed by the consumer by tearing a plainly marked tag.

Aluminum frozen dinner trays,



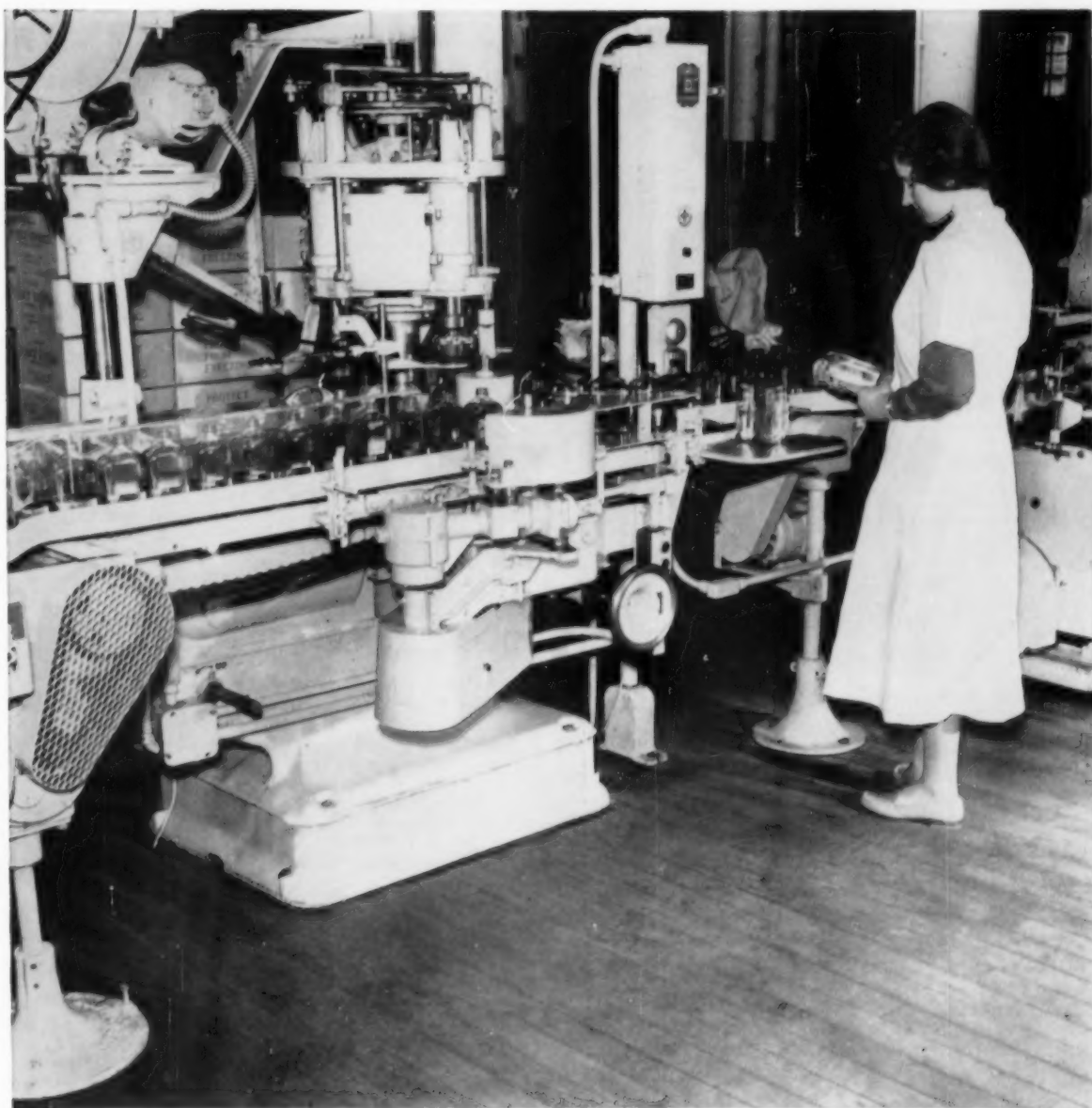
utilizing what is said to be a new construction feature, have been introduced by Cochran Foil Co., 1430 S. 13 St., Louisville 1, Ky. The trays are available in aluminum ranging from 0.005 to 0.007 in. in thickness, separated by high, square-top dividers into the conventional three compartments. Edges of the trays are constructed with rigid curled rims, which reportedly make them more adaptable to re-use purposes and do not produce raw edges.

Reinforced pressure-sensitive tape

said to combine high tensile strength and strong adhesion qualities is now offered by A. J. Gerrard & Co., Melrose Park, Ill. Known as Tapebinder, it is impregnated with glass filaments in a rubber-base primer and is available in 1/2-, 3/4- and 1-in. widths, either in individually boxed rolls or in bulk.

A vacuum former for experimental work

has been announced by Atlas Vacuum Corp., 65 Broad St., Rochester 14, N. Y. Called the "Form-Er," it is designed for use with small runs and various types of draws in the design laboratory. It will form sheets up to 36 in. square and is capable of a 14-in. draw, using a replaceable quartz infra-red heating element which is suspended at one point



LOOK AT THE FLOOR...

for proof this cap saves you money

Operate your line for a few hours with Armstrong Hi-Tork® Caps. Then inspect the floor. You'll be pleasantly surprised at how clean it is. The broken cap pieces usually found around high-speed lines are conspicuously absent.

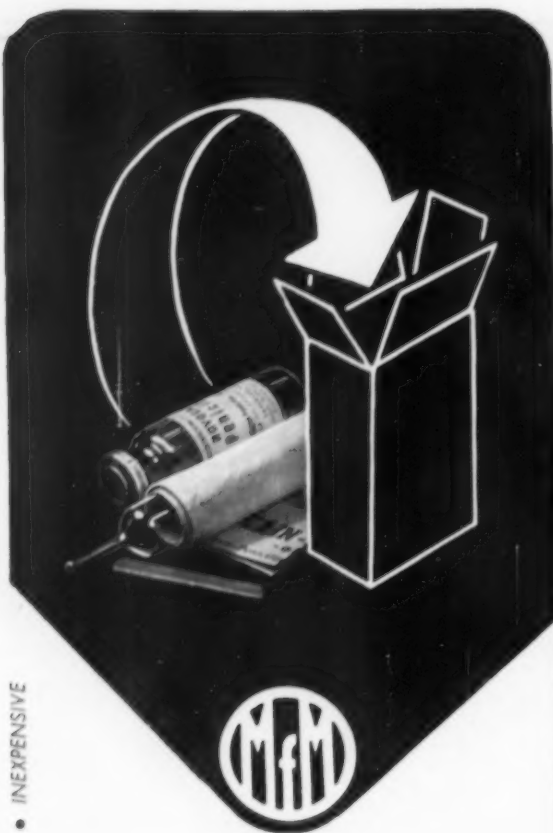
The reason? The extra strength of Hi-Torks. These caps are designed so that each element—dome, thread, and skirt—takes exactly its share of stress. So Hi-Tork Caps pay off for you through less breakage,

and this very quickly adds up to important savings.

A test run will show you that you can cash in on the extra strength of Hi-Torks. We'll be glad to help set it up. Just pick up the phone and call your nearest Armstrong man. Or write direct to Armstrong Cork Company, Glass and Closure Division, 5310 Crystal Street, Lancaster, Pennsylvania.



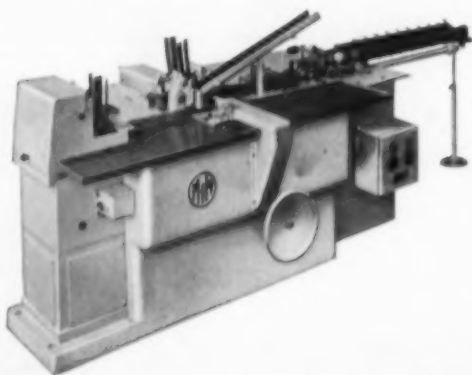
Armstrong "HI-TORK" MOLDED CAPS



Cartoning Machines

Fully-automatic, for packaging various products in folding cartons. Closure by gluing, or insertion of the end flaps on both sides.

Please write for our catalogues and technical advice for your particular requirement.



(Manufactured in West Germany)

INDUSTRIE-WERKE KARLSRUHE
Aktiengesellschaft / KARLSRUHE

Equipment and materials

only, but can be used to heat as many as four forming stations by use of a pivot. It may be used for standard methods of vacuum and drape forming and, with the additional attachments, more complicated forming processes.

A wide-crown stapling machine



designed to seal box bottoms with fewer staples has been announced by Bostitch, 29 Mechanic St., West-erly, R. I.

Known as the F94 Box Bottomer, it uses heavy copper-coated staples which straddle the container seam where outside flaps meet, fastening them tightly to inner flaps.

Staples are spaced up to 5 in. apart to meet standard freight specifications. The staples reportedly do the work of four customary staples. Motor operation at 186 strokes per minute or foot-pedal operation is possible, the company reports.

A new automatic banding machine

for fastening paper bands around pads, envelopes, stationery and similar items has been announced by W. O. Hickok Mfg. Co., Harrisburg, Pa. Designated Model No. 1, it will band fillers ranging in size from 2½ to 9 in. in either direction and up to 2 in. in thickness with paper bands from 2 to 9 in. wide. Only one operator is required, with the speed limited only by speed of feeding. Automatic self-adjustment sets the machine to handle fillers of varying thickness.

Stock packages for produce and ice cream



have been announced by Continental Can Co., 100 E. 42 St., New York 17. The "Mark-It" bag for fresh fruits and vegetables, made by the Shellmar-Betner Div., is available in either polyethylene or cellophane, in a wide range of sizes. It features an unusual orange imprint upon which a retailer can mark unit price, net weight or count and total price. For

orders of 20,000 or more, the store's name is imprinted free of charge by the manufacturer of the bags.

A combination shipping and carrying case

made from die-cut corrugated board, the Smarty Pak, is being sold by Robert Gair Co., Inc., 155 E. 44 St., New York 17, which recently acquired the license rights from the



inventor. Made in two sizes, designed to carry 25 or 30 lbs. of merchandise, the one-piece cases are constructed in unusual fashion with locking flaps that fasten securely without the use of glue. The top flaps can be assembled to form a handle or can be locked

flat for shipping or mailing, and the bottom flaps can be printed to form an address label when locked. Suggested uses are as a merchandise shipper, a carry-out in retail stores and a re-use container by the consumer.



For the widest variety of
packaging materials and
printing processes available
anywhere, plus more than
half a century of experience
in designing and producing
saleswinning packages, call
your Milprint man — FIRST!

In Cellophane

- Protection
- Beauty*

Printed Cellophane, Pliofilm, Polyethylene, Saran,
Acetate, Glassine, Foils, Folding Cartons, Bags, Mylar,
Lithographed Displays, Printed Promotional Material

*Reverse printed shown

This insert printed by Milprint, Inc.



In Foil

- Added Protection
- Added Sparkle

Eye Appeal to Spark Impulse Sales!

ROTOGRAVURE

BEAUTIFUL CARTON OVERWRAPS

BY **Milprint**



*Reg. U. S. Pat. Off.

Milprint INC.
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities

Plants and people

Elvin E. Hallander has been elected president and a director of the Lynch Corp., Anderson, Ind. Mr. Hallander, formerly with the Trane Co., will be located at the company's main headquarters in Anderson.



Hallander Campbell

Ind. Lyman L. Campbell has been appointed director of engineering for the Lynch Corp. and will have charge of engineering and development for both packaging and glass-forming machinery.

St. Regis Paper Co., New York, has acquired more than 95% of the outstanding capital stock of General Container Corp., Cleveland. General Container manufactures corrugated containers, folding cartons, set-up boxes and corrugating medium and container chipboard at 10 different plants located in Ohio, New York, Iowa and Michigan. The entire General organization will remain unchanged and the management will be continued as in the past, with Dan L. Pickering as chairman of the board and Robert W. Agler as president.

F. William DeBree has been appointed general sales manager for the American Plastics Corp., New York.



Sonneborn Stokes

Two executive positions have recently been filled at Stokes & Smith Co., subsidiary of Food Machinery & Chemical Corp. J. Russell Sonneborn has been named general sales manager. John S. Stokes, Jr., has been appointed customer service manager.

A \$350,000 expansion of Crown Cork & Seal Co.'s can division plant in Chicago is designed to boost production capacity of aerosol and other types of containers to 650,000,000 units a year. A special assembly line to produce 12-oz. and larger containers is being installed. Another line is being set up for production of cans for detergents, edible oils, ammonia and other products. The new facilities are expected to be in operation by February.

A new technical sales service has been added to the Western Division of Crown Cork & Seal Co., headed by Arthur L. Lichtenstein.

Frank J. Campbell has been named

manager of lithography for Crown Cork & Seal. His headquarters will be at the Philadelphia Can Division.

Reynolds Metals Co., Louisville, Ky., plans to increase its primary aluminum producing capacity to 1.1 billion pounds as a result of the company's latest expansion program, the largest in its history. Principal feature of the company's expansion program is a proposed new 200,000,000-lb. primary production plant in the Ohio River Valley, to cost \$168,500,000. Reynolds Metals recently completed installation of its first 78-in.-wide four-high aluminum foil rolling mill in its Richmond, Va., foil rolling plant, believed to be the widest foil mill operating in the United States.

George G. Stier has been appointed assistant vice president in charge of the newly established Plastics Div., Nopco Chemical Co., Harrison, N. J. Plans for the new division call for the completion of two plants this year, one in New Jersey, and one in California, with a capacity of one million pounds of foam and components annually. The New Jersey plant will produce rigid and flexible urethane and vinyl foams and will include the research laboratory and the engineering and applications department.



Stier

Hazel-Atlas Glass Co., Wheeling, W. Va., will erect a new glass container plant on a 75-acre tract of land located about 35 miles west of Chicago, on the outskirts of Plainfield, Ill. The new plant is expected to be in production in the early fall of 1956. The company recently completed its Montgomery, Ala., plant, which has doubled the production capacity of that facility. Additional warehouse facilities will be acquired in the near future at the company's Oakland, Calif., and Ada, Okla., plants.

The boards of directors of Crown Zellerbach Corp., San Francisco, and of Gaylord Container Corp., St. Louis, Mo., have adopted an agreement of merger of Gaylord into Crown Zellerbach, subject to approval of both companies' stockholders. The merger would enable Crown Zellerbach to serve the national market more effectively, since Crown Zellerbach's principal productive facilities are on the Pacific Coast and Gaylord's are in the South, Mid-West and East.

Bradley Container Corp., Maynard, Mass., has moved its New York offices to larger quarters at 655 Madison Ave-

nue. E. W. Smith, III, is sales manager in charge of the regional office.

Pak-Rapid, Inc., manufacturer of packaging machinery, has started construction of a new multi-story office and factory adjacent to the Schuylkill Expressway in West Conshohocken, Pa. The new facility is expected to be completed in the late fall. Pak-Rapid is presently located in Philadelphia.

Production has started at the new Hinde & Dauch corrugated box factory in Gastonia, N. C., about 20 miles from Charlotte. The new plant will serve most of North Carolina, parts of Virginia and Tennessee, South Carolina, Georgia and Alabama.

The Connecticut Chemical Research Corp., Bridgeport, Conn., has acquired the Goodyear Rubber Sundries Co., New Haven, Conn., manufacturer of plastic film. The acquisition is part of a program of diversification for Connecticut Chemical Research Corp., manufacturer of aerosol products. Goodyear will be operated as a separate division and entity with its present staff.

The formation of Trand Plastics Co. has been announced by Nils Anderson, Jr., chairman of the board, and John Troth, president. The new organization, which is located at 40 Belden Ave., Norwalk, Conn., will extrude and process thermoplastic sheet, specializing in vacuum-formed packaging, and opaque and transparent plastic folding cartons. Mr. Anderson is president of Debevoise-Anderson, Inc., New York, and headed the WPB Plastics Division during World War II. Mr. Troth was formerly president of Troth-Bright-Page, Inc.



Anderson Troth

Alford Cartons, Ridgefield Park, N. J., has appointed the Martin Bros. Box Co., Whittier, Calif., to handle western sales of its Fanci-Pak cartons for consumer packaging of peaches and apples.

John E. Schuler has been appointed field manager of the Southern Division for Permacel Tape Corp., New Brunswick, N. J. Mr. Schuler will headquarter in Charlotte, N. C.

E. F. Dival, director of the Packaging Institute and recently retired from Crown Products Refining Co., Argo, Ill., where he had been in charge of packaging, has announced his entry into the



*"Look, Harry...nails
in a corrugated box!"*

Know why? Because H&D's practical Hevi-Duty box weighs only half as much as the wooden nail keg...takes a quarter less space...stacks more neatly, handles easier, puts together faster, provides excellent printing space and costs much less in the first place.

Small wonder nail-makers (and countless other manufacturers) are turning to corrugated packaging in general...to Hinde & Dauch in particular. Why not let us solve your packaging problem?



HINDE & DAUCH

Division of West Virginia Pulp and Paper Company

AUTHORITY ON PACKAGING • SANDUSKY, OHIO
13 FACTORIES • 40 SALES OFFICES

SEALS LABELS TAGS

HEAT SEAL

GUMMED

PAPER • FOIL

DIE CUT

THERMOPLASTIC

PRESSURE SENSITIVE

EMBOSSED • PRINTED



The Mark of Quality

Plants and people

field of counseling on packaging. He may be addressed at 515½ Geneva St., Glendale, Calif.

Charles I. Marks has been appointed general manager of Premium Plastics Co., Inc., Chicago. Marvin O. Ritland has been named as the company's sales manager.

Dewey & Almy Chemical Co., division of W. R. Grace & Co., Cambridge, Mass., has appointed H. Stanley Lawton as sales manager of container and chemical specialty products.



Lawton

Rossotti Lithograph Corp., North Bergen, N. J., has appointed Nathaniel S. Peters as general manager of its Western Division, Rossotti California Lithograph Corp., San Francisco. Mr. Peters was formerly with Milprint.

Willard K. Tarrant has been appointed controller of the A. Kimball Co., makers of marking equipment, New York.

The Edwin J. Schoettle Co., Inc., Philadelphia, has appointed Theodore E. Heidenreich, Jr., as its sales representative in the New England area of Massachusetts, Rhode Island, Maine, New Hampshire, Vermont and Northern Connecticut.



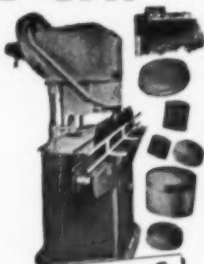
West

Kenneth R. West, veteran packaging executive, has been elected vice president and general manager of André Kleerwrap Packages, Inc., Mundelein, Ill. Mr. West was formerly with André Paper Box Co. and Fibreboard Products Corp. Douglas A. Blackburn has been voted treasurer of the André Kleerwrap company.

Owens-Illinois Glass Co., Toledo, Ohio, has appointed Edward A. Coleman as Eastern district representative for its Closure and Plastics Division, with headquarters in the New York City branch office. Edward H. Morse is now manager of the Baltimore, Md., branch of the O-I Glass Container Division, succeeding the late Fern D. Weatherwax. Robert C. Rosenheim has been named manager of the Denver, Col., branch of the company's Glass Container Division. Frank G. Saxton, Jr., is the new assistant branch manager in St. Louis and Robert G. Shackelford has been named a glass container salesman in Jacksonville, Fla. Max C. Powell, an attorney for Owens-Illinois, is attending a 12-month course at the

MODERNIZE SCREW CAPPING OPERATIONS

with the
FULLY AUTOMATIC
"TITE-CAP"
SCREW
CAPPER



Submit Sample
Containers
and Caps
for Prompt
Introduction to
A Gift-Edged
Investment!

For Glass and Tin
Metal and Plastic
Screw Caps

- Quick Change-Overs; Easy Adjustments.
- Trouble-Free; Any Handy-Man Services It.
- Performs the Work of 2 or 3 Men.
- Increased Output, Automatic Operation. Pay for the "TITE-CAP" in about 6 months.
- New Hopper Handles Large Variety of Caps.
- Models for all Types of Capping Operations including Special Closures, Inner Seals, Lids, Plugs, Etc.

TITE-CAP MACHINE CO. INC.
56 Rose St., New York 38, N. Y.

"SCIENTIFIC" portable SEMI-AUTOMATIC STRAIGHT LINE VACUUM FILLER

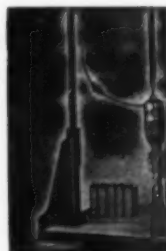


- Fills Directly from Drum; No Overhead Tanks Required.
- Vials to Quarts, Glass or Tin.
- Up to 10 Spouts for Small Containers.
- Quick Change-Overs. Cleans itself. 5 Minutes.
- ONLY ONE OPERATOR for Loading and Filling.
- LOW PRICED BENCH and STAND MODELS.

Actually Pays For Itself in A Few Weeks
Write for FREE TRIAL OFFER

Whirlwind SCREW CAPPER

- Replaces Uncertain Hand Capping; Eliminates Fatigue and Worn-Out Fingers.
- ANY CAP—ANY CONTAINER—PERFECT SEALING!
- Adjustable Tension Device Controls Cap Tightness.
- Portable, Flexible, Fast; Easy to Operate.



CAN YOU AFFORD TO BE WITHOUT IT?
ACT NOW! Send Sample Caps For FREE TRIAL

SCIENTIFIC FILTER CO.
56 Rose St., New York 38, N. Y.

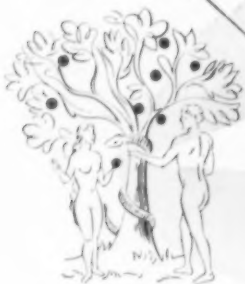


If you're proud
of your product,
package it in

REYNOLON

polyethylene

FILM



Apples have always been tempting but today are even more so—especially when they're packaged in Reynolon Polyethylene Film. Reynolon hides nothing—actually enhances the appearance of apples and other fruit because it's super clear . . . consistently clear . . . and is the "pick of the packaging crop" when it comes to reproduction of top design and printing.

Apples stay delicious longer and bring premium market prices longer, too, when they're Reynolon packaged. The humidity inside the bag keeps apples fresh and firm. Consumers get better fruit quality and growers get top dollars for their crops.

Reynolon Plastic Films—Polyethylene (either treated or untreated for printing), laminates of Polyethylene and Cellophane, Polyvinyl Alcohol and Polyvinyl Chloride are available in many standard specifications or can be economically produced for your specialized requirements. Our Technical Product Development Service is also available to you without obligation.



For complete information, contact your nearest Reynolds Metals Company office or write

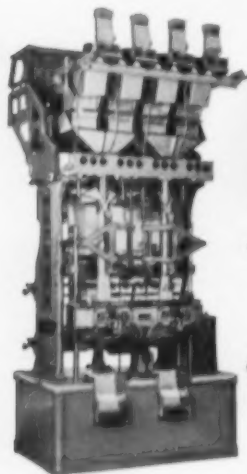
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- Hayssen packaging gives you all this and more, at less cost...neater, tighter, hermetically sealed product protection everyone goes for.
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This HAYSEN wrapping machine is dependable, economical. Any shape, any size, neatly, tightly, easily wrapped. So simple to adjust, the operator does it—no expensive mechanics needed.

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Since 1910, Manufacturers exclusively of automatic wrapping and packaging machines.

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Plants and people

Centre d'Etudes Industrielles, Geneva, Switzerland, preparatory to accepting a new assignment with the company.

Directors of the Cochran Foil Co., Louisville, Ky., recently named H. G. Hanks, a vice president and director.



Hanks Gebhart Huflage

as the company's director of sales. T. D. Gebhart, also a vice president and director, was made director of manufacturing. C. W. Huflage, vice president and sales manager of the laminating division, has been made general sales manager of the company. These changes have been made because of the expanded sales activity and the integration of sales of the company's three divisions.

Ambassador Plastics & Mfg. Corp. has moved its manufacturing facilities to 308 W. Erie St., Chicago, where production facilities will be tripled. Sales and executive offices will remain at 620 N. Michigan Ave., Chicago.

The Lord Baltimore Press has completed a major addition to its Baltimore, Md., plant, where one of the largest rotogravure presses for the packaging industry is housed. The new press is an eight-color, 36-in., web-fed Champlain machine 82 ft. long.

American Can Co., New York, has broken ground at Arlington, Tex., for a new can factory to help meet container requirements of Central Texas' food-packing industry. Canco has named Douglas M. Johnson assistant manager of sales in the Pacific division headquarters at San Francisco.

Gilbert Plastics, Inc., Hillside, N. J., has announced the appointment of Twinpak, Ltd., 6525 Somerled Ave., Montreal, Quebec, as its exclusive Canadian distributor for its line of plastic containers for the produce and food industries. A branch office of Twinpak is located at 131 Avenue Rd., Toronto, Ontario.

Albert J. Thiel, president of Angier Corp., Framingham, Mass., has announced purchase of his company's entire common stock by Ludlow Mfg. & Sales Corp., Needham Heights, Mass. Purchase of Angier common stock is a result of Ludlow's decision to diversify its interest. Angier's activities are in the paper converting and

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It's routine for our chemists to analyse our sand for the important part it plays in the mix. They must be sure that the glass will stand up on the production line and give your products the protection they require; but the H-A chemist doesn't stop there. He continues his analysis of every material ingredient until he is sure of the crystal-like sparkle which will make your container a sales showcase, for, like everyone else in our factories and sales offices (there is one near you), the Hazel-Atlas chemist is dedicated to your sales.

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Plants and people

packaging field, while Ludlow processes jute, burlap and twine. Angier Corp. will continue to operate independently, with Mr. Thiel continuing as president and Malcolm J. Odell as vice president. Angier's new board of directors are Henry M. Bliss, chairman; Malcolm B. Stone, Joseph C. Mahoney, Mr. Thiel and Mr. Odell.

Robert M. Ulmer has been appointed manager of glass container sales for the



Armstrong Cork Co., Lancaster, Pa. Mr. Ulmer succeeds P. S. Holmquest, who has resigned.

American Box Board Co., Grand Rapids, Mich., plans a \$12,000,000 addition to its mill

Ulmer at Filer City, Mich., for the manufacture of bleached kraft food board. Two years will be required to complete construction of the new facilities. A new shipping container plant now under construction in Madison, Wis., is expected to be in operation next January.

American Box Board has announced the appointment of Aytch P. Woodson as a member of its board of directors.

The Robert Gair Co., Inc., New York, has established a quality control laboratory at its Pennsylvania Corrugated Box Division in Philadelphia to serve all 16 of its shipping container plants. David E. Anderson has joined Gair as manager of the laboratory and will report to Alfred W. Hoffman, in charge of container quality control. The new laboratory will take over many of the container quality control functions previously handled by Gair's Research and Technical Service Department at Uncasville, Conn.

Walter H. McCallum has been appointed sales manager of the newly created folding carton division of H. S. Crocker Co., Inc., San Bruno, Calif.



John Pomazon has joined George F. Motter's Sons, York, Pa., manufacturer of printing equipment, as service engineer. His duties will include coordination of engineering, manufacturing and related activities.

McCallum

R. W. Franz has been appointed sales manager for the General Line products of the Pacific Metal Division of Continental Can Co., New York. He will continue his activities in lithographed metal housewares and defense products for the division.

Continental Can Co. has joined seven



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Plants and people

other firms in the construction and operation of a nuclear reactor which Continental will devote to research on the development of new, improved products and materials in the packaging field. The Industrial Reactor Laboratories, as the facility will be called, will be located on a 250-acre tract in either New Jersey or New York.

Dr. Robert M. Brick, former director of the school of metallurgical engineering at the University of Pennsylvania, has been named director of the department of metallurgy of Continental Can Co.'s Central Research and Engineering Division.



Johnsen

Economic Machinery Co., Worcester, Mass., Division of Geo. J. Meyer Mfg. Co., has appointed Arthur R. Johnsen as sales engineer in the Chicago office, 343 S. Dearborn St. He was formerly with the New Jersey Machine Corp.

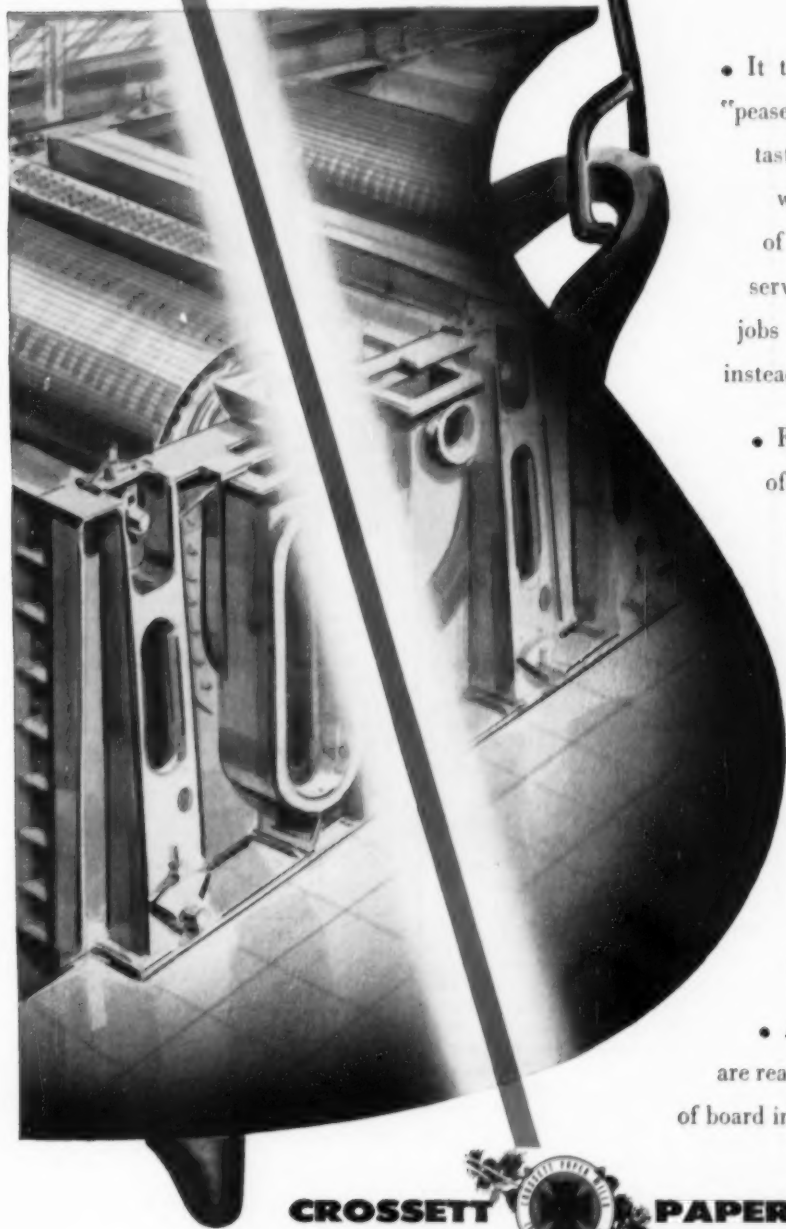
J. W. Neal and W. A. Hadfield have been transferred to American Viscose Corp. Avisco cellophane's West Coast district office, Los Angeles.

Empaques Industriales de Venezuela has been organized by Juan F. Colon and Victor M. Cabrera to represent and sell only packaging machinery and materials in Venezuela. Reportedly, the firm is the first of its kind in this South American country devoted solely to packaging. Mr. Colon was for some time a member of the export division of Shellmar-Betner Div., Continental Can Co., Mt. Vernon, Ohio, and more recently sales manager of Shellmar-Papelera Industrial in Caracas, Venezuela. Mr. Cabrera until recently was general manager of S. A. Galletera "El Avila," leading Venezuelan biscuit and cracker plant. Both men speak fluent English and are thoroughly acquainted with American business methods. They founded their firm after market studies indicated that Venezuelan industry would welcome the assistance of experienced advisors on technical packaging problems. Address is Apto 5204, Correos del Esta, Edif. Banco Mercantil y Agricola, 6 Piso, Calle Real de Sabana Grande No. 148.

The Seasongood Folding Box Co., Harrison, Ohio, makers of folding cartons, has appointed S. J. Johnson, Jr., as executive vice president.

Sinclair & Valentine Co. has acquired the Carmichael Printing Ink Co., Atlanta, Ga. The newly acquired properties will be operated as a branch of the S&V organization and will serve

SOME LIKE IT IN THE POT NINE DAYS OLD



- It takes a little extra effort to serve "pease porridge" hot or cold to the taste of the eater instead of the whim of the cook. In the milling of food board it takes even more to serve hundreds of different packaging jobs to the specification of the buyer instead of the convenience of the seller.
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Send me complete details about the Filmotype photo-composition machine. I am also interested in a free demonstration in my own office.

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Plants and people

the graphic arts market in the South. Seymour Warshow has been appointed sales manager of the Sinclair & Valentine Co.'s home office.

The affiliation of Clint Royce, Inc., Milwaukee, Wis., with Edgar Steiner Co., Inc., New York research engineers, has been announced. The Royce organization, of which Clinton K. Royce is president, is engaged in materials development for the packaging and materials-handling fields.



Johnson

Imco Container Corp., Kansas City, Mo., manufacturer of plastic bottles and jars, has appointed Ellis Johnson to head its new Chicago sales office in the Palmolive Bldg. Mr. Johnson was formerly associated with Hazel-Atlas.

Associated Folding Box Co., Lawrence, Mass., has appointed Robert L. Land as district sales manager, with headquarters in New York City.

Marvin N. Stone and Jerome H. Stone have been named executive vice presidents of Stone Container Corp., Chicago, under the company's program of re-alignment and re-organization. Marvin Stone will direct activities of W. C. Ritchie & Co., Chicago subsidiary; the paperboard mill divisions at Franklin, Ohio, and Mobile, Ala., and the containerboard division at Coshocton, Ohio. Jerome Stone will direct activities of the corrugated shipping container plants at Chicago, Philadelphia and Mansfield, Ohio.

Martin G. Gale has been named director of technical service for the Monomer Dept. of The Borden Co.'s Chemical Division and will head the division's technical service laboratory in Leominster, Mass.

T. O. Day has been appointed works manager of Milwaukee operations for Milprint, Inc., Milwaukee, Wis. Mr. Day was formerly the company's plant superintendent.



A. H. Wirz, Inc., Chester, Pa., maker of collapsible metal tubes, has purchased all the stock of the American Extrusion Corp., Brooklyn, manufacturer of extruded metal parts. American Extrusion will be operated as a subsidiary of A. H. Wirz, with Townsend Cox as president, Harold Temple and Irving Sperry as vice presidents, and Walter Rowan as treasurer.

Tee-Pak, Inc., Chicago, manufacturer of cellulose meat casings, has licensed

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Plants and people

two packaging companies to produce certain types of multiple-ply, flexible film packages under Tee-Pak's patented Unilox printing process: Shellmar-Retner Flexible Packaging Division of Continental Can Co., Inc., Mt. Vernon, Ohio, and Milprint, Inc., Milwaukee, Wis.



S. George Karr has been appointed sales manager of The Fleishhacker Paper Box Co., San Leandro, Calif. Mr. Karr will have available to him the design, engineering and production facilities of The Lord Baltimore Press, Baltimore, Md., which recently acquired a substantial interest in the Fleishhacker Paper Box Co. Mr. Karr will maintain offices at 2701 Merced St., San Leandro.

Ed M. Peterson has joined Arkell & Smiths, Canajoharie, N. Y., as a flexible packaging sales representative. He will work out of the company's Columbus office.

Caesar Mascherin has been appointed general sales manager of the Supermatic Packaging Corp., Newark, N. J.

Grant Emery has been transferred from the Kansas City office of Brockway Glass Co., Brockway, Pa., to the company's Cincinnati office.

Arthur R. Hitchings has resigned as chairman of the board and treasurer of the Forbes Lithograph Mfg. Co., Boston. Everett F. Bowden has been named treasurer of the company and Harold F. Drury is now assistant treasurer.

Minnesota Mining & Mfg. Co., St. Paul, Minn., has announced the creation of a new Special Products



Apgar

Section within its Irvington Division at Irvington, N. J., with John W. Apgar, former assistant to the general manager of the Coating Division, as manager of the new section, which will handle products such as coated Neoprene, silicone, vinyl, etc. Plans for a major expansion of 3M's ribbon manufacturing facilities in Fairmont, Minn., have been announced.

John P. Holmes, vice president of Celanese Corp. of America, New York, has been elected to the board of directors of the company.

L. K. Johnson has been appointed general line representative for the Sutherland Paper Co., Kalamazoo, Mich., in

DOMEPAK - New, Low-Cost Way To Groom Your Product For Sales



Plastic Artisans' DOMEPAK gave Schnefel Bros. an economical, high-speed way to show-package their LaCross line in form-fitting plastic.

The clear plastic dome containing the product is locked by a label to the card back only. This label is applied automatically by a labeling machine, minimizing assembly costs.

This mass-packaging technique makes transparent packages feasible for a whole new range of products. Even items with very tight packaging budgets can now have the visible sales appeal given by Plastic Artisans' DOMEPAK.

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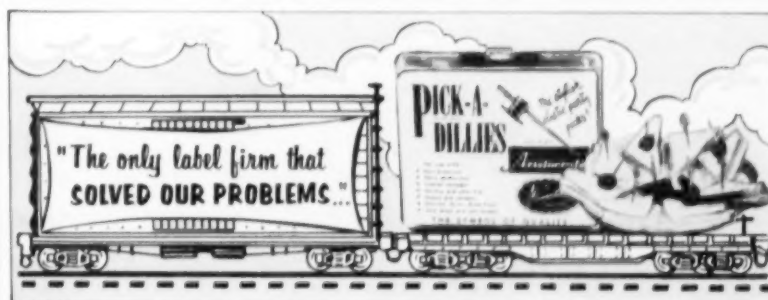
A recent article in Modern Packaging gave complete details on how the LaCross line is being packaged. For a free reprint, write to Plastic Artisans, today.



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70 Westchester Ave., White Plains, N. Y.

Custom-designed packages, package components, novelties, sampling devices, etc. in clear, opaque & colored plastics.

PA-106



That's what Robert R. Mogul, President of Mercantile Distributing Company, says about Ever Ready.

"The labeling job we require is unique," says Mr. Mogul. "Pressure sensitive stock must act as both a label and a closure for the plastic box which houses the multi-color variety of plastic party picks we make for cocktails, canapes, olives and so on . . . it is quite an engineering stunt to create such labels."

In many respects, pressure sensitive has inaugurated a new era in labeling. Every day, Red-E-Stik applications are flowing from our presses, providing industry with

new exciting means of identification, packaging, merchandising, advertising . . .

While Red-E-Stik has opened up these opportunities, it usually requires a great deal of visualization, and then, the ability to produce the "brain child." On both counts, Ever Ready is especially equipped to carry the ball.

Since we can point to more than 40 years of label leadership and the production of 60,000 orders a year, Ever Ready truly occupies a front-row box seat at the never-ending packaging parade of American industry. Why not take advantage of this storehouse of label experience. Call, write or visit Ever Ready today.

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of 8 Important
Red-E-Stik
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Plants and people

the El Paso, Tex., territory. He succeeds W. B. Combs, who was recently transferred to Denver, Col.

George S. Dillingham has been appointed district sales manager of the Great Lakes Box Co., Cleveland.

Lewis A. Curtis has been elected vice president in charge of sales for the Package Machinery Co., East Longmeadow, Mass. Mr. Curtis was formerly the company's general sales manager. Roger L. Putnam, chairman of the board, had been acting as temporary director of sales, a job he now has relinquished to devote more time to Package Machinery's Reed-Prentice Division, Worcester, Mass., of which he is president.



Curtis

Establishment of independent New York and Chicago district sales offices has been announced by the Du Pont Co.'s "Kinetic" Chemicals Division. Charles Wirth, III, is New York district manager and Norman W. Kent is district manager in Chicago. The new offices, which will handle "Freon" sales, are located in the offices of the company's Organic Chemicals Department. West Coast sales of "Freon" will continue under the direct supervision of the Los Angeles district office of the company's Organic Chemicals Department, with A. J. Mease as district manager and Samuel N. Seely as sales supervisor for the "Kinetic" Chemicals Division.

Robert A. Geuting has been named sales representative for "Freon" in the Cleveland area and will report to the Chicago district office.

Robert Zeidman Associates, package design organization, has moved to new offices at 128-130 E. 56 St., New York 22.

William C. Roberts has been appointed manager of the Southwest territory for Fredk H. Levey Co., Inc., makers of printing ink. He will operate from Dallas, Tex., and cover the states of Texas, Oklahoma, Arkansas and Louisiana.

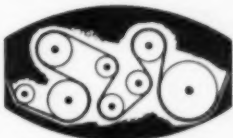
Morlen R. Goetz and Robert E. Kimble, two of the five graduates from Michigan State College with a B.S. degree in Packaging Technology, have joined the staff of the Package Engineering Branch, Detroit Arsenal, Center Line, Mich.

Chase Bag Co., Chicago, has announced the following personnel changes in its manufacturing division: David C. Wyland has been named assistant superintendent of the St. Louis branch; A. Wellford Garrett has been

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WEB PRINTING PRESSES—Flexographic, Gravure, Letterpress, Lithographic for roll-to-roll printing of Cellophane, Polyethylene, Paper, Board and other flexible materials

BAG-MAKING MACHINES—for notion, millinery, specialty bags—hand-grip, flat, square, gusseted and multiwall types

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PAPERMAKERS**

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ROTARY
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• A convenient, practical terminal work table upon which the product from the conveyor collects to wait for manual case packing and accumulation. Extremely efficient.

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FEED IS OCCASIONALLY TOO FAST FOR CASE PACKER**

• It's a "parking space" for excess units when feed from conveyor exceeds packer's ability to take care of same.

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Plants and people

transferred to a supervisory position in the Crossett, Ark., branch; Robert H. Biehl has been added to the Chase Bag industrial engineering department in St. Louis.

Rhineland Paper Co., Rhineland, Wis., has appointed Robert M. Silverman as advertising and sales promotion manager. David S. DeCamp has joined the company's sales division.



The company's \$1,000,000 program to expand capacity for sulphite specialty papers, used Silverman principally in the packaging of foods, has been completed. Rhineland's No. 3 paper machine is now designed to produce a sheet approximately 123 in. wide at high speed.

The Trescott Co., Fairport, N. Y., has been appointed national and Canadian distributor of Swift weight scales made by the Industrial Scale Co., Portland, Ore.

Perry T. Zenlea, formerly of Eastern Packaging Equipment Corp., has formed the Canning Machinery Co., P. O. Box 247, Flushing, N. Y. The firm specializes in plant layout work, consultation, and sales and service of packaging and canning machinery. It will represent The Filler Machine Co., Canning Machinery Co. of Portland, Ore., and the Ace Specialty Mfg. Co.

A change in name to convey more appropriately the scope of the activities of the company has been announced by Craig Machine, Inc., Danvers, Mass., which will now be known as Craig Systems, Inc.

Vulcan Steel Container Co., Birmingham, Ala., has completed the installation of an additional steel pail production line which reportedly increases the company's production capacity of pails and drums by more than 60%.

Marathon Corp., Menasha, Wis., is planning a long-range development program in the South, initiated by the recent purchase of a pulp and paper mill site and a connecting carrier railroad line in Alabama and Mississippi.

Robert E. Van Rosen, consulting packaging engineer, has established new offices at 36 W. 57 St., New York, equipped with a folding-carton research center and a showroom. Mr. Van Rosen will retain his former offices at 34 W. 58 St., New York, for executive conferences.

The Harmon Co., New York, manufacturer of rigid plastic molded boxes, has appointed the following special



When baby needs
new shoes,
this set-up box
will sell them!

Doing fine for Mrs. Day's baby shoes at retail stores everywhere is this new display set-up box.

Designed by the Friend Box Co. of Danvers, Mass., for Mrs. Day's Ideal Baby Shoe Company, Inc., this pure white box with soft pink-and-blue lithographed overwrap matches its contents ideally. Better still, it attracts attention without crowding store counters.

Like many another successful display box, it uses fine-quality Gair set-up boxboard (in this case, a combination of filled news and white wood vat lined board).

Whatever your set-up box requirements are, your local supplier can get the Gair boxboard that will do the best job for you. Why not call him today?

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HOME OFFICE

Culligan, INC.
NORTHBROOK, ILLINOIS

Plants and people

sales representatives: for Philadelphia, Ted Barnet, Foam-Pak Corp., 1341 Brandywine St.; for Ohio, J. A. Cooper, 6516 Kenview Dr., Cincinnati 27; for the upper West Coast territory, W. G. Atkinson, 766 Commerce St., Tacoma 2, Wash.



Holmquest

P. Stuart Holmquest has been elected vice president in charge of container sales for the Thatcher Glass Mfg. Co., Inc., Elmira, N. Y. Mr. Holmquest was formerly manager of the Armstrong Cork glass container department.

Vernon D. Enwald has been named Midwest regional manager for the Warner Electric Brake & Cloth Co., Beloit, Wis. He will headquarter in the company's regional office at 6429 W. North Ave., Chicago.

Ekco Products Co., Chicago, has purchased Shore Machine Corp., New York, manufacturers of containers and other products for the ice-cream field.

Orville C. Ottow has been promoted to the position of assistant sales manager, Container Division, Triangle Container Corp., Chicago.

The Weber Addressing Machine Co. has broken ground for its second new plant within the last eight years in Mt. Prospect, Ill. The new building will contain 21,000 sq. ft. of floor space.

Ray W. Leser has joined the sales staff of the J. W. Leser Co., packaging machinery manufacturers' representative, Los Angeles.

Walter T. Palmer has been named sales representative for Consolidated Paper Co. in Lansing, Mich. Mr. Palmer will be located at Consolidated's new Lansing office at 501 N. Walnut St.

Removal of United States Steel's Gerard Steel Strapping Division to new and larger warehouse facilities at 360B Shaw Rd., South San Francisco, has been announced.

The offices of Olin Mathieson Chemical Corp. at 460 Park Ave., New York, have been judged the best of 110 entries in two categories in awards presented annually by *Management Methods* magazine. Olin's conference room won the prize in this grouping and the company also won a prize for the "Best Special Situation Solution."

The Hinde & Dauch Paper Co. has purchased a site for a new corrugated box factory at Eaton, Ohio. H & D has under construction already two new
(Continued on page 207)

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**fisher's
foils**

Plants and people

(Continued from page 202)

plants, one at Gastonia, N. C., and another at Kansas City, Kans. A \$2.5 million factory will be constructed on the new Ohio site, scheduled for completion next summer.

Jack H. Oliver has been appointed Wisconsin representative for Hinde & Dauch. He will be in charge of the Mauston, Wis., office and will cover the western section of the state.

The Dobeckmun Co., Cleveland, Ohio, has established a Florida district sales office with headquarters in Tampa. Manager of the new office is Ted De La Vergne. He will be assisted by Edward Lezsak. The Florida operation is under the general supervision of Paul Bennett, Southern Division sales manager, with offices in Atlanta.

Ira L. Sawyer has been appointed to the position of manager of the newly established Eastern sales district by the



Rhinelander Paper Co., Rhinelander, Wis., manufacturers of glassine and greaseproof papers. He will supervise and direct all sales activities, except merchant sales, of the New York, Cleveland and Atlanta offices.

John E. Becker has been elected a vice president and assistant to the president of Rhinelander Paper Co.

Announcement has been made of the appointment of Dr. William R. Haselton as Rhinelander's mill manager, responsible for the operation of the Converting Plant and By-Products Division and of the pulp and paper mills.

Durez Plastics Division of Hooker Electrochemical Co., has started production at its new \$5,000,000 plant at Kenton, Ohio, for making Durez phenolic molding compounds.

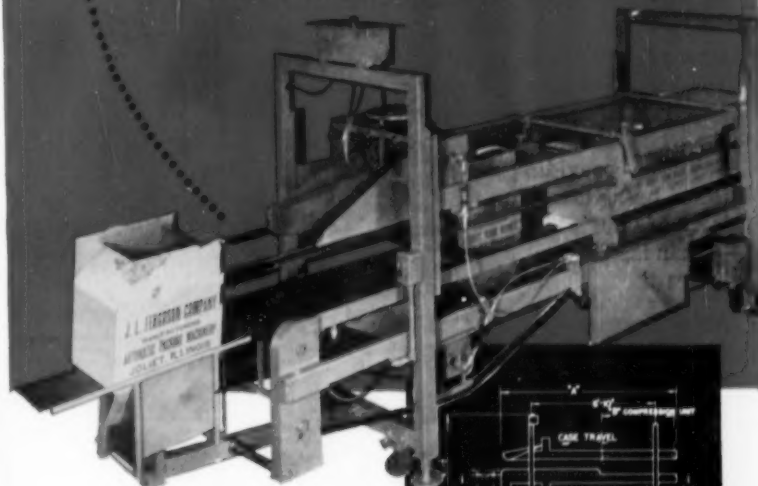
C. E. Jackson has been appointed production manager of the Specification Packaging Engineering Corp. and will coordinate the production operations of the company's two plants in Burbank, Calif. Norman J. Holmes has joined the company's sales department.

Construction of a new plant for the manufacture of Styrofoam plastic has been started at The Dow Chemical Co.'s facilities at Torrance, Calif., to serve the West Coast market.

Package Machinery Co.'s New York office has been moved to the Midtown Manhattan vicinity, at 420 Lexington

Here's the revolutionary SHORT SEALER

LOW COST, ECONOMICAL
TO OPERATE, TAKES LESS
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Now! Either high or low speed (automatic or semi-automatic) case sealing equipment to fit your needs.

SPEED: MAXIMUM 10 CASES PER MINUTE		
B COMPRESSION UNITS	LINEAL INCHES OF CASES PER MINUTE	A OVERALL LENGTH
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5'-0"	120"	10'-9"
6'-0"	144"	11'-9"

LINEAL INCHES OF CASE LENGTH OF CASE X CASES PER MIN.

The sealer pictured above adjusts from one size to another in a jiffy—fast—easy—quickly. The glue skip is also easily adjusted and trouble-free. It is built strong and sturdy, with welded rigid steel frame construction; heavy duty chains throughout, oversize bearings for long wear, and gear reduction unit. Powered by a 1/2 H.P. motor, and yet the whole sealer weighs only 1150 pounds.

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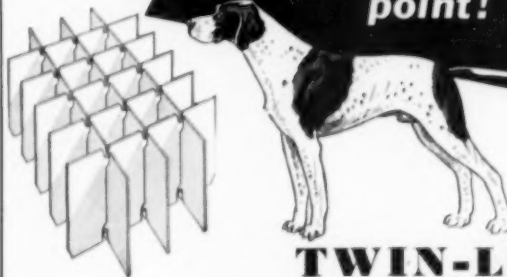
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Plants and people

Ave. Hosts at the informal "office-warming," were Roger L. Putnam, board chairman; L. A. Curtis, vice president in charge of sales, and E. A. Hjelm, New York district sales manager.

Trevor W. Roe has been elected vice president in charge of sales for the Rowland Paper Co., Louisville, Ky. Mr. Roe was formerly sales manager.

The Brockway Glass Co., Inc., Brockway, Pa., has announced the appointment of Al Beltz to its New York City office staff.

James W. Donaldson has been appointed general manager of the West Coast Division of Ball Bros. Co., Inc., Muncie, Ind. Mr. Donaldson succeeds Hugh J. Crawford, who will remain with the company in an advisory capacity.

Vern R. Caldwell has been named sales manager of the San Jose District of The Flintkote Co.'s Paperboard Division. Carter V. Allen has been appointed assistant sales manager of the company's San Leandro, Calif., Division.

Frank Gianninoto, New York industrial designer, will work with the Brown & Bigelow creative department in the creation and styling of packaging. Mr. Gianninoto will also aid in market surveys.

Kleen-Stik Products, Inc., has moved its Chicago offices and manufacturing facilities to its newly constructed plant at 7300 W. Wilson Ave., on Chicago's Northwest Side. The new one-story structure will combine office, factory, engineering, chemistry and advisory services in a single building.

Paul de Fremery has been appointed director of packaging sales for the Lithotype Process Co., San Francisco.

David D. Jones has been elected a vice president and director of Extruded Plastics, Inc., Norwalk, Conn., and Marion, Ind., manufacturers of transparent containers.

Ernest H. Russell, vice president and director of the United States Printing & Lithograph Co., Cincinnati, died on Aug. 12 after a brief illness. He was 64 years of age and had been associated with U. S. Printing & Litho since 1929.

Corder T. Brown, director of research at Pollock Paper Corp., Dallas, Tex., died on July 28 following a month's illness. Mr. Brown was 40 years of age and headed the research program at Pollock for the past two years.

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The Chemical Specialties Mfrs. Assn. has announced that entries for the aerosol industry's fourth annual packaging contest will be accepted up to Oct. 15. Winners of plaque awards for the best package in 10 different product groups, in addition to a Grand Award for the outstanding package of the year, will be announced at the association's 42nd annual meeting in New York at the Roosevelt Hotel on Dec. 5-7. Entry blanks and instructions may be obtained from the Aerosol Awards Committee of the Chemical Specialties Mfrs. Assn., 50 E. 41 St., New York.

The Packaging Machinery Mfrs. Institute held its 23rd annual meeting at The Homestead, Hot Springs, Va., Sept. 15-18, with Tom Miller, Institute president, who is vice president of Package Machinery Co., East Longmeadow, Mass., presiding. John B. Wilson, president of Wright Machinery Co., was Program Committee chairman.

The American Management Assn. has scheduled a special conference on "How to Prepare Packaging Specifications and Effectively Control Quality," Oct. 18-19, Hotel Commodore, New York. General principles developed at the Conference will govern subsequent Clinics scheduled as follows: Nov. 15-17, New York—Folding and Set-Up Boxes, Labels and Package Inserts, Films, Foils and Laminations; Feb. 14-16, New York—Glassware and Closures, Metal and Fibre Cans, Collapsible Tubes; March 20-22, Chicago—Metal and Fibre Drums, Multiwall Bags, Wooden and Wirebound Boxes. Attendance at the Clinics will be limited to 75. Registration fees for both the Conference and subsequent Clinics are \$60 for AMA members and \$75 for non-members.

Announcement has been made of the appointment of eight executives to the Packaging Planning Council of the American Management Assn. They are M. W. Barnell of the National Cash Register Co.; Glen P. Charpie of W. T. Grant Co.; Charles R. Gustafson of American Radiator & Standard Sanitary Corp.; Frederick W. Langner of Socony Mobil Oil Co., Inc.; J. V. Schade of Western Electric Co., Inc.; E. P. Troeger of Douglas Aircraft Co., Inc.; F. H. Wiley of International Harvester and G. M. Woodruff, General Foods.

More than 300 packaging firms have already reserved 115,000 sq. ft. of the Atlantic City, N. J., Convention Hall for the American Management Assn.'s Silver Anniversary National Packaging Exposition, scheduled for the week of April 9-12, 1956. The National Packaging Conference, April 9-11, will include a comprehensive educational program for packaging management.

"Ads, Women and Boxtops," by Duane Jones, as told to Mark Larkin, has just been published by Printers' Ink Books, Pleasantville, N. Y. The book sets forth techniques for package-goods advertising and it is aimed as a "how to" book for those in or affiliated with the food business. It is available at bookstores or from the publisher at \$3.

McGraw-Hill Book Co., Inc., 330 W. 42 St., New York 36, announces publication of "Chemical Engineering Cost Estimation," by Robert S. Aries of Polytechnic Institute of Brooklyn and Robert D. Newton of Chas. Pfizer & Co., Inc., as part of the McGraw-Hill series in chemical engineering. This 263-page book is priced at \$6 per copy.

Four Government research reports containing a survey on the scientific literature in the field of radiation sterilization have been made available to industry by the Office of Technical Services. The volumes, which may be ordered from the Office of Technical Services, Dept. of Commerce, Washington 25, D. C., are: PB 111634 "Radiation Sterilization—Review of Literature in Selected Fields," Feb., 1955, \$2; PB 111635 "Bibliography on Ionizing Radiations—Part I," May, 1954, \$6.75; PB 111636 "Bibliography on Ionizing Radiations—Part II," May, 1954, \$8; and PB 111637 "Subject Index on Ionizing Radiations—Part III," June, 1954, \$7.25.

The publication of Military Specification MIL-B-121A, "Barrier Material, Greaseproofed, Flexible (Waterproofed)," superseding JAN-B-121 and Amendment 2, is announced by the Dept. of Defense in Washington. Two years in preparation, this revision is expected to resolve some of the more controversial issues with regard to greaseproof barrier materials. Of special interest is the pre-purchase qualification (Qualified Products List) requirement and the inclusion of a "table of defects" to aid packaging-material inspection.

A Materials Handling and Packaging Institute to be conducted Oct. 4-6 by the University of Wisconsin Extension Div., in cooperation with the U. S. Forest Products Laboratory, will feature the latest developments in the handling and packaging of industrial materials. The three-day Institute is planned for personnel engaged in the management of materials-handling and packaging activities and features a full day of talks and demonstrations by members of the laboratory.

The 27th annual Boston Conference on Distribution, to be held Oct. 17-18 at the Hotel Statler, will feature a num-

What's doing

Oct. 9-12—Produce Packaging Assn., Fifth Annual Exposition, Conrad Hilton Hotel, Chicago.

Oct. 10-12—Joint Military-Industry Symposium on Packaging and Materials Handling, Washington, D. C.

Oct. 16-18—Brewers' Assn. of America, 14th Annual Convention & Exhibit, Edgewater Beach Hotel, Chicago.

Oct. 17-19—National Fibre Can & Tube Assn., semi-annual meeting, The Homestead, Hot Springs, Va.

Oct. 17-21—10th Annual National Hardware Show, Navy Pier, Chicago.

Oct. 20-22—Fibre Drum Mfrs. Assn., Edgewater Hotel, Madison, Wis.

Oct. 24—Packaging Assn. of Canada, 9th Quebec Regional Conference, Sheraton - Mt. Royal Hotel, Montreal, Que.

Oct. 24-26—Sixth National Conference on Standards, Sheraton-Park Hotel, Washington, D. C.

Oct. 25-27—Parenteral Drug Assn., Inc., annual meeting, Hotel New Yorker, New York.

Oct. 20-Nov. 2—National Assn. of Food Chains 22nd annual meeting, Palmer House, Chicago.

Oct. 31-Nov. 1—Packaging Institute, 17th Annual Forum, Hotel Statler, New York.

Nov. 8-10—Packaging Assn. of Canada, 4th Canadian National Packaging Exposition, Automotive Bldg., Toronto.

Nov. 9-11—Industrial Management Society, 19th Annual Time & Motion Study and Management Clinic, Sherman Hotel, Chicago.

Nov. 14-16—Advertising Trades Institute, Advertising Essentials Show, Hotel Biltmore, New York.

Nov. 14-17—American Bottlers of Carbonated Beverages, International Soft Drink Industry Exposition, Dinner Key Exposition Hall, Miami, Fla.

Nov. 16—Society of Plastics Engineers, Inc., Technical Symposium on Plastics for Packaging, Hotel Statler, New York.

Nov. 16-18—Grocery Mfrs. of America, Inc., 47th annual meeting, Waldorf-Astoria, New York.

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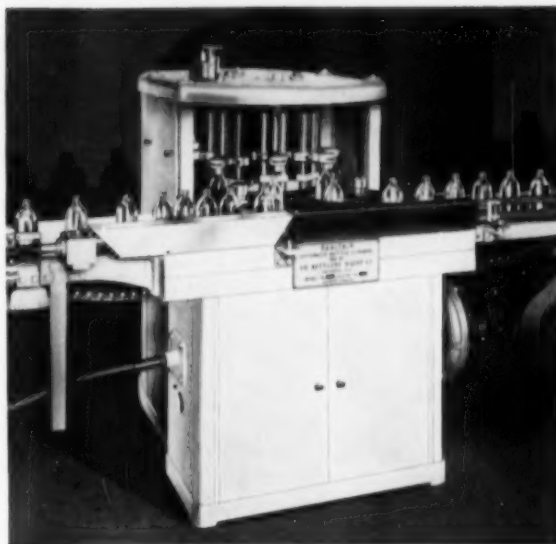
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REPEL Asphalt Laminated Papers — Prevent "bleeding" of asphalt laminant which otherwise occurs with oil or grease penetration on ordinary papers.

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REPEL Polyethylene Laminated Papers — Excellent moisture barrier papers with extremely high resistance to oil and grease penetration.

REPEL Polyethylene Coated Papers — Eliminates "wicking" of grease and oil along paper backing, thereby increasing grease resistance of regular poly-coated sheets from "fair and good" to "EXCELLENT!"

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**GET THIS
TEST KIT
TODAY**



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ber of the nation's authorities on the subject, who will discuss economic trends affecting distribution and standards of living. The conference is sponsored by the Retail Trade Board of the Greater Boston Chamber of Commerce in cooperation with the Harvard University Graduate School of Business Administration, Boston University College of Business Administration, Massachusetts Institute of Technology School of Industrial Management and others.

The 49th Annual Exhibit of the Canning Machinery & Supplies Assn. will be held in conjunction with the National Canners Assn. Convention, Atlantic City, N. J., Jan. 16-21. Exhibitors will show their newest canning equipment and technical conferences have been arranged.

The international yearbook of advertising art, "Graphis Annual '55/56" which is published in Switzerland and is now available through Hastings House Publishers, Inc., 41 E. 50 St., New York 22, at \$12.50 per copy. The 755 illustrations, 66 in color, were chosen by the artists themselves from the exhibition "Art and Advertising in the World," held in April at the Musee des Arts Decoratifs, Paris. Of special interest is a separate section devoted to packaging. The covers of both *MODERN PACKAGING* (Aug., 1954) and *Modern Packaging Encyclopedia* (issue of Nov., 1954) are reproduced in a section on magazine covers, book jackets, house organs and record covers.

Olin Mathieson Chemical Corp. is offering samples of its Tra-Pak free of charge to interested packagers. The Tra-Pak consists of eight sample trays, each representing a basic packaging idea, designed to help business executives develop quickly the type of tray design which best fits their requirements. The sets can be obtained from the Olin Film Division, 655 Madison Ave., New York 22.

The National Fibre Can & Tube Assn.'s new offices are located at 274 Madison Ave., New York 16. Telephone: Murray Hill 5-6754.

The Golden PAC Award for the most outstanding contribution to Canada's packaging field, will be presented at the annual banquet of the Packaging Assn. of Canada, to be held Nov. 8. Selection of the winner is made by a board of judges and the award itself is a replica in three dimensions of the PAC symbol.

The Steel Shipping Container Institute has announced three recommended universal standards for steel container specifications. The new specifications are for 55-gal. drums conforming to




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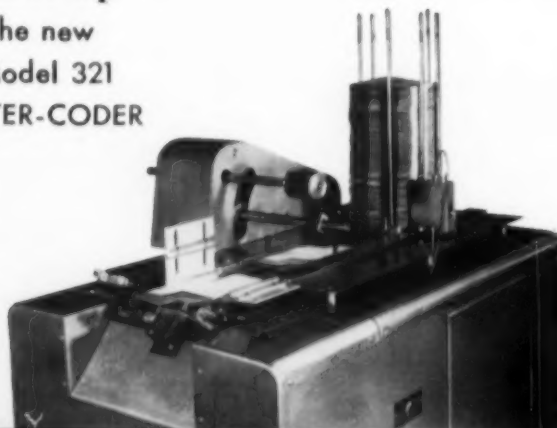
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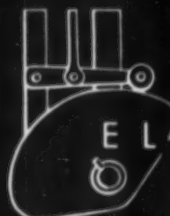
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For your information

Interstate Commerce Commission Regulations 5B, 17C and 17H, which cover the shipment of regulatory or dangerous products, ICC-5B and ICC-17C cover tight-head drums for the shipment of liquid products; ICC-17H covers a fully removable-head drum for the shipment of solid or semi-solid products. The new specifications have been approved by various trade association committees and are being published as Federal Specification PPP-D-729, Amendment 1. Detailed specifications are available to container users upon request to the Steel Shipping Container Institute, 600 Fifth Ave., New York 20.

The American Rack Merchandisers Institute has announced that Arnold Royce, Grove Kelco, Inc., will head its newly formed merchandising committee. The committee will explore new methods of improving the Institute's product information exchange and develop new merchandising methods.

General Chemical Div., Allied Chemical & Dye Corp., 40 Rector St., New York 6, has announced the availability of a booklet entitled "Genetron Aerosol Propellants." It covers the history and uses of aerosols and includes technical information and data covering the physical characteristics of "Genetrons." Copies are available from the General Chemical Division.

At a recent meeting of the National Flexible Packaging Assn. in White Sulphur Springs, W. Va., Dr. L. E. Brownell of the Fission Products Laboratory, University of Michigan, stated that it is his belief that a "new" approach combining radiation exposure of 100,000 rep to 1,000,000 rep, normal refrigeration and polyethylene packaging makes feasible lower-power atomic radiation for extending chilled shelf life of many fresh and cooked foods without flavor impairment. Dr. Brownell stated that the work is still in its infancy and invited industry to cooperate in its further exploration for possible commercial application.

A new book of facts for laying out a conveyor system using the new Lamson pre-engineered "Install-It-Yourself" units has been issued by Lamson Corp., Syracuse, N. Y. The catalog, with many illustrations, contains a general description of the uses and applications of the various conveyor components. Copies are available on request to Lamson Corp.

To help the food industry evaluate the packaging factors influencing buying decisions in today's self-service stores, Du Pont's Film Department has issued a study entitled "Master Summary, Latest Facts About Today's Shopper



more to it
than looks!



It seems fairly simple . . . package a product in EKCO FOIL and sales rise because the container is brilliant and convenient. But even more responsible for increased sales is EKCO FOIL experience and technical skill. Before your product is packaged, our technologists, production experts and package engineers arrange a perfect marriage of product and container. EKCO FOIL'S engineering experience has developed more sales successes than all others together.

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For your information

in Supermarkets," listing the in-store buying-decision rates for supermarket products in 88 different classifications—including fresh and frozen foods, glass-packaged items and non-foods. In conducting the study, shoppers were asked what they intended to buy when entering the store and as these shoppers left the store, all purchases were checked against the original list. Copies of the master summary are available from local Du Pont representatives, or direct from Film Department, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

The Homestead, Hot Springs, Va., will be the site of the semi-annual meeting of the National Fibre Can & Tube Assn., to be held Oct. 17-19. Meetings will begin at 9:30 a.m. on Monday, Oct. 17, with a banquet scheduled for Tuesday evening.

The general theme of the University of Illinois Fourth Marketing Symposium will be consumer behavior and motivation in buying. The meeting will be held Oct. 21-22 at Robert Allerton Park, near Monticello, Ill., and is sponsored by the department of marketing of the College of Commerce and Business Administration. A feature of the program will be the presentation of the Paul D. Converse Awards for outstanding contributions to the advance of marketing science.

The Seventh Plant Maintenance and Engineering Show will be held in Philadelphia, Jan. 23-26, 1956, at Convention Hall. The Seventh Plant Maintenance & Engineering Conference will be held at the same time. Further information and registration cards are available from Clapp & Poliak, Inc., 341 Madison Ave., New York 17.

The Film Division of American Viscose Corp. has issued a new Avisco cellophane pamphlet, "Characteristics and Uses," which lists three new cellophane types and several new film designations. The film types just added include: M-5—for twist wraps, direct wraps for caramels, carton liners for dry frozen foods or other products where heat seal is not needed; MS-4—for carton overwraps and bags for packaging greasy or oily products such as potato chips; MSB-6—for certain wet produce items such as corn requiring fully moistureproof packages, as well as for mildly hygroscopic powders, and where durability is required. Announcement was also made that new film designations, effective Sept. 6, are MS-2, formerly MS-5; MS-5, formerly MS-2; MS-8, formerly MS-4, and MSB-7, formerly MSB-3. Copies of the pamphlet are available from the Market Development Dept., Film Div., American Viscose Corp., 1617 Pennsylvania Blvd., Philadelphia 3.

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BOX PLANTS

**COSTS DOWN
OUTPUT UP
WITH KNOWLTON MACHINES**

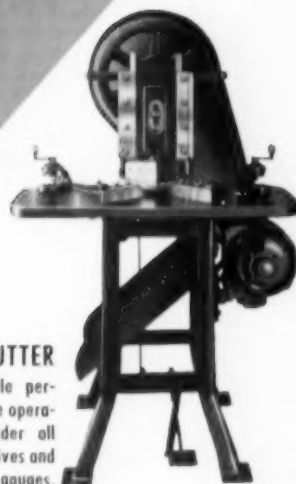
Beset by rising costs, more and more set-up box men are turning to Knowlton for help. The reason? They've heard (*and correctly*) that Knowlton machines are solving production problems and making new profits possible—that users enjoy *important savings* in time and material—turn out quality boxes that have what it takes in today's tough competitive market.

Why not call in your nearest Knowlton man for a complete study of your present operation? The chances are he can recommend a cure for your own particular headache.



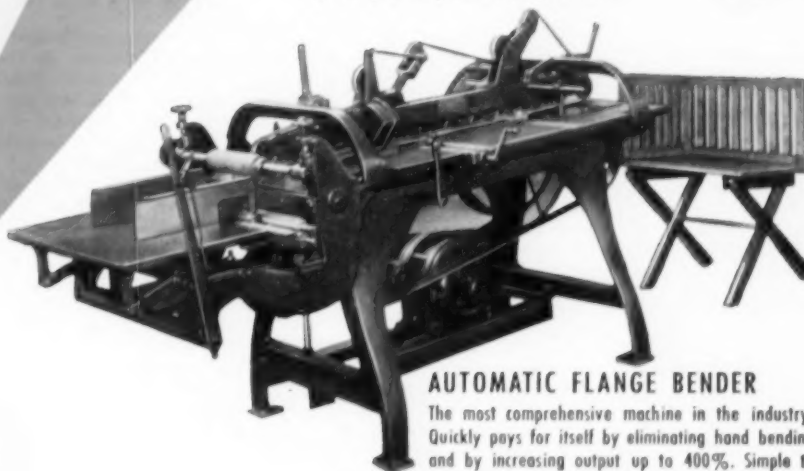
NO. 5 STAYER

Designed, engineered, and built for outstanding service. Applies stay tape up to 1" wide on boxes from 3/8" to 4 1/2" depth.



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Unmatched for dependable performance and fast, accurate operation. Minimum waste under all cutting demands. 5 1/2" knives and gear-adjustable precision gauges.



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U. S. patents digest

This digest includes each month the more important patents of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps not accepted. Edited by H. A. Levey.

Bag, J. L. Quinn (to Bemis Bro. Bag Co., St. Louis, Mo.). U.S. 2,713,370, July 19. A ventilating bag for produce or the like comprising a rectangular bottom panel of open-mesh fabric and a side and top-forming strip of open-mesh fabric having a length generally equal to the perimeter of the bottom panel, strip being joined along one lengthwise margin thereof to the perimeter of bottom panel and having its ends joined together by a continuous stitched seam starting at the point where ends of the strip meet one another and the perimeter of bottom panel, continuing completely around the perimeter of bottom panel to meeting point.

Case-Feeding Mechanism for Packing Machine, L. Wimmer and E. Ardell (to Emhart Mfg. Co., a corporation of Delaware). U.S. 2,713,488, July 19. In an article packing machine, packing mechanism for inserting a charge of articles in a case including a reciprocating table.

Wrap-Around-Type Folding Box Construction, M. I. Williamson (to National Folding Box Co., Inc., New Haven, Conn.). U.S. 2,713,450, July 19. A folding box of the wrap-around type for the visual packaging of contents, box comprising enclosing wall panels extending about the contents.

Wrap-Around Type Folding Box Construction, M. I. Williamson and F. G. Fisher (to National Folding Box Co., Inc., New Haven, Conn.). U.S. 2,713,451, July 19. A wrap-around folding box for the visual packaging of contents, box comprising a series of enclosing wall panels of substantially equal width articulated to one another along box corner fold lines and extending about the box contents, flange panels articulated to opposite edges of said wall panels.

Wrap-Around Folding Boxes, M. I. Williamson (to National Folding Box Co., Inc., New Haven, Conn.). U.S. 2,713,452, July 19. A wrap-around-type folding box for visual packaging of contents, box comprising a series of enclosing wall panels and a tuck panel articulated along box corner fold lines in end-to-end relationship; flange panels articulated to opposite side edges of each of said wall panels and of said flap panel, flange panels being articulated to one another along gusset folds in end-to-end relationship.

Hollow-Walled Folding Boxes, A. E. Randles (to Baljak Corp., Wilmington, Del.). U.S. 2,714,483, Aug. 2. A hollow-walled folding box made from a single blank of foldable sheet material and suited for automatic machine assembly, box comprising a bottom panel, outer end-wall panels articulated to opposite ends of the bottom panel, top end panel articulated to each of said outer end-wall panels, ends of top end panels being cut on a bias.

Wrap-Around Folding Boxes, M. I. Williamson (to National Folding Box Co., Inc., New Haven, Conn.). U.S. 2,713,453, July 19. A box blank of foldable sheet material for a wrap-around-type folding box blank comprising a series of enclosing wall panels of substantially equal width articulated to one another in end-to-end relationship along box corner fold lines.

Beverage Package, L. Peters, Evanston, Ill. U.S. 2,713,543, July 19. A beverage package, comprising a generally spherical container having collapsible walls, the walls of said container being flexible but non-elastic, and being light-tight and gas-retaining, a sealed outlet tube connected to container adapted to be opened and to communicate with the interior of container.

Soft Plastic Food Package, L. Peters, Evanston, Ill. U.S. 2,713,544, July 19. A soft plastic food package, comprising a perimetric support, a thin, flexible but non-elastic plastic film attached to the upper portion of support and extending downwardly within support to provide a mold cavity therein for molding a soft plastic food body, film portions providing side walls of cavity tapering from top of cavity in a generally downwardly and inwardly direction, side walls having sharply undercut shoulders spaced from top of cavity.

Carton-Bottom Locking Machine, E. M. Mischke (to Marathon Corp., Rothschild, Wis.). U.S. 2,713,812, July 26. A carton-bottom locking machine, carton comprising opposed pairs of side walls, opposed pairs of bottom flaps connected to bottom end edges of side walls, an opposed pair of bottom flaps having locking tabs hinged thereto, the other pair of flaps having slots for interlocking engagement with tabs when tabs are inserted internally of carton through the slots, said machine including a fixed plate adapted to be positioned within carton below the bottom thereof in carton-inverted position.

Bottle With Integral Pouring Means, C. A. Tessen, Manawa, Wis. (10% to G. K. Anderson, Manawa, Wis.). U.S. 2,713,952, July 26. A bottle including a neck portion, said neck portion having a closure, a spout extending from neck intermediate the ends thereof, cork in spout, spout having a lug thereon and a lid for spout hinged to lug, a seal disposed over neck portion in sealing engagement with cork.

Hermetically Sealed Coffee Can, J. E. Everett, Wilmette, Ill. U.S. 2,713,956, July 26. A coffee can comprising a cylindrical container having an opening in one end located between the center and the circumference, that portion of opening adjacent the circumference being of a configuration to facilitate pouring from the container and from its lower portion when on its side.

Can Packaging Machine, F. U. S. Gilbert, J. Harrison, Jr., and G. A. Kruse (to The Cleveland Cleaner & Paste Co., Cleveland, Ohio.). U.S. 2,711,959, July 26. A can packer comprising can-handling means to receive cans in single file and to discharge cans in stacked rows bounded by a given rectangular geometric figure, said can-handling means having a discharge end, a plurality of carton-supporting can-receiving rectangular forms defining a space substantially equal to that occupied by geometric figure, carton supporting can-receiving forms being mounted for rotation around a given axis.

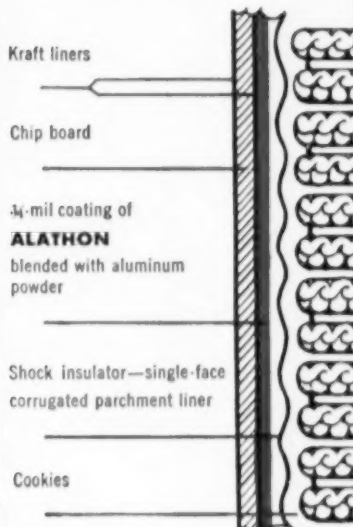
Corrugated Cartons, S. C. Mitchell and A. C. McDonald Jr. (to Carolina Container Co., High Point, N.C.). U.S. 2,713,961, July 26. A blank for the formation of the lower section of a container, said blank comprising a corrugated board sheet cut and scored to provide four wall panels and bottom flaps integral therewith, bottom flaps and approximately one-half the height of the wall panels being of double-wall corrugated board, the remainder being of single thickness.

Carton, D. B. Andrews and H. F. Riege (to Marathon Corp., Rothschild, Wis.). U.S. 2,713,963, July 26. In a folding carton comprising a tray portion and an overlying cover portion, said tray portion having a bottom wall, an intermediate wall and a pair of opposed side walls adjacent intermediate wall, bellows folds connecting each of side walls to intermediate wall, a portion of folds being adhered to outside face of side walls, locking means on the inside

See how "Alathon" protects chip board—gives better display to bulk cookies!



CROSS SECTION OF COOKIE CADDY



Paperboard coated by J. D. Cahill Co.
"Alathon" blended with aluminum powder by L. A. Dreyfus Co.
Carton designed and produced by Robert Gair Company

Merchandising bulk cookies in retail stores presented a tough packaging problem for the Federal Sweets and Biscuit Company.

The high shortening content of the cookies stained corrugated caddies, so glassine innerliners were used. In addition, a printed overwrap was required for eye appeal.

After considerable testing, the Robert Gair Company of New York designed and produced the more efficient, more economical merchandiser shown above. The secret: a coating of pre-blended

"Alathon" polyethylene resin and aluminum powder on the inside of the carton.

By applying a 3/4-mil coating of the "Alathon" and aluminum powder blend to the back liner of .040" Kraft-lined chip board, a strong folding carton was developed with a foil-like finish on the interior. This produces a clean, sanitary appearance . . . and long shelf life results because of the non-staining and non-sticking properties of "Alathon." This new board also permits a much better job of printing than the corrugated

board and results in a more attractive package without the use of an overwrap.

Unmodified coatings of "Alathon" also offer: strength; transparency; moisture resistance; heat sealability; low-temperature flexibility; chemical resistance; freedom from odor, taste and toxicity.

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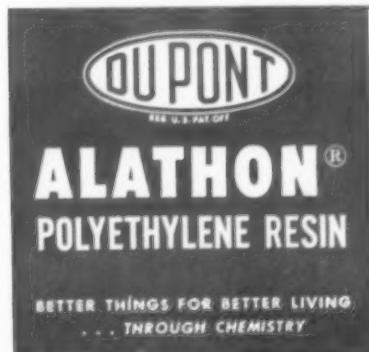
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Which type of package are you interested in?

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- ☐ Board trays
- ☐ Fiber drums
- ☐ Corrugated boxes
- ☐ Fiberboard containers



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POLYETHYLENE**

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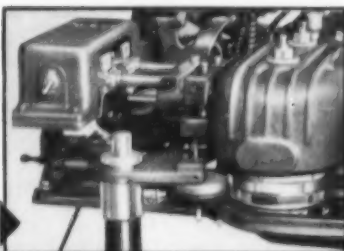
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BAG SEALER

Illustrated is AMSCO Model 5 (Poly) mounted on floor stand with adjustable casters for leveling and portability. Two casters equipped with locking wheel brakes.

Closeup of code dating attachment.



Designed and built by AMSCO, the foremost manufacturers of rotary sealing machines.

PERFECT BAG SEALING

- Heat, pressure and time fully controlled automatically.
- Film is sealed in relaxed state because weight of product in bag is supported by carrier belts of the sealing machine directly below the point of seal.

MAXIMUM PRODUCTION

- Rotary action provides smooth, continuous, non-intermittent operation.
- The danger of costly downtime and maintenance due to heating and immediate cooling to prevent sticking to sealing means is *eliminated* by a special AMSCO sealing mechanism which *does not require* cooling.

CODE DATING

- Available for packagers who desire a controlled shelf-life program.

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Machines for Bag Sealing • Bag Making • Bag and Carton Weighing and Filling • Wrapping • Labeling • Sheeting and Gluing

U. S. patent digest

face of intermediate wall operable to hold side walls perpendicular to bottom wall when tray portion is set up.

Reinforced Container, C. R. Camp and C. E. Chamberlin (to O. B. Andrews Co., Chattanooga, Tenn.). U.S. 2,713,962, July 26. A paperboard tray comprising a bottom panel, two end walls, two side walls and four corner portions, each corner portion being integrally joined at one end with the end of an end wall and at its other end with the adjacent end of a side wall, each corner portion being divided into four sections by score lines extending angularly outwardly from intersection of end and side wall connected thereby.

Paperboard Container With Interlocking Flap Closure, R. E. Acker (to Container Corp. of America, Chicago, Ill.). U.S. 2,713,965, July 26. In a container of paperboard material including four side-wall panels hingedly joined in tubular form and a bottom closure flap hingedly joined to each of side-wall panels along the lower end thereof, improved bottom closure wherein the underlying flap is of substantially uniform width and of a length sufficient so that it extends substantially half way across said container.

Machine for the Automatic Assembly of Folding Boxes of the Hollow-Walled Type, T. R. Baker (to Baljak Corp., Wilmington, Del.). U.S. 2,714,344, Aug. 2. A device for setting up hollow-walled folding boxes from flat blanks, the device comprising a plunger and a die, plunger comprising a central portion having integral edges spaced less than the distance between the inner side walls of box and end extensions of central portion, end extensions being spaced apart wider than the distance between inner end walls of box, being longer than the distance between lateral edges.

Heat-Sealing Machine and Sealing Member Thereof, A. Fener (to Nicholas Langer, New York, N.Y.). U.S. 2,714,416, Aug. 2. A sealing member for heat-sealing machines comprising, in combination, a base having a plane face and an elongated metal heater element of curved configuration having its end secured to base in the absence of any tensional forces on element and having its operative face in parallelism with face of base, portions of element between its ends being free for displacement in the plane of base, but being restrained against displacement away from base.

Tray for Certain Types of Fragile and Other Articles, P. A. Memoede (to Container Corp. of America, Chicago, Ill.). U.S. 2,714,445, Aug. 2. A tray for fragile articles comprising a single piece of material such as paperboard cut, scored and folded to provide a polygonal bottom wall, side wall extending upward from each edge of bottom wall and means securing side walls in upwardly extending relationship.

Packaging Apparatus, J. K. Bruce and G. L. Frank (to Bruce Engineering Corp., San Francisco, Calif.). U.S. 2,714,481, Aug. 2. Apparatus for packaging containers in cartons, comprising a feeder conveyor for the containers, automatic means for orienting the containers on conveyor into groups, with each group comprising a plurality of containers confined on the conveyor within an area not exceeding area of carton.

Devices for Assembling Flat Box Blanks into Hollow Folding Boxes, T. R. Baker (to Baljak Corp., Wilmington, Del.). U.S. 2,714,343, Aug. 2. A device for setting up hollow end walls of a box blank having a main panel and squared hollow side walls along side edges of main panel, end walls consisting of an outer end panel articulated to end of main panel, the device comprising a pair of opposed first-wall engaging elements engaging and maintaining squared, hollow side walls; a pair of opposed second-wall engaging elements for maintaining outer end walls upright

with respect to main panel and a pair of folding blades being hingedly mounted on one of said links.

Laminated Paper and Package Made Therefrom, C. A. Ireton (to The Specialty Papers Co., Dayton, Ohio). U.S. 2,714,952, Aug. 9. As an article of manufacture, a heat-sealed package containing tobacco or similar materials which is desired to be maintained with narrow variation of moisture content, said package comprising a sheet of laminated paper in which the two paper plies are adhered by a thermoplastic waxy adhesive penetrating a definite but limited distance into each ply, adhesive distribution in the respective plies of the finished package being such that there is substantial continuity of the moisture-resistant waxy adhesive throughout laminated paper of package.

Vial-Stopper Machine and Method, E. G. Schlayer and E. R. Sandhage (to American Cyanamid Co., New York, N.Y.). U.S. 2,714,980, Aug. 9. In a machine for inserting stoppers in vials, means for retaining a vial at a vial position, a stopper feed tube having a plurality of axial slots therein positioned above vial position, stopper supporting shoulder integral with stopper feed tube and an oscillating head reciprocally mounted adjacent stopper feed tube.

Shockproof Carton, W. B. Leavens (to The Wilkata Folding Box Co., Kearny, N.J.). U.S. 2,714,981, Aug. 9. A collapsible shockproof box, rectangular in cross-section, formed from a folded single blank comprising a series of 10 successive panels integrally connected along parallel fold lines to form inner and outer sleeves, outer sleeve comprising five panels adjacent one end of said blank, with the inside of first panel being secured to outside of fifth panel, inner sleeve comprising five panels adjacent the other end.

Container Handle and Closure, H. H. Strauss (to Gaylord Container Corp., St. Louis, Mo.). U.S. 2,714,982, Aug. 9. In a container having a pair of opposing side walls each having a foldably connected upper marginal side-wall flap and a pair of opposing end walls, each having a foldably connected upper marginal end-wall flap, a combination closure lock and carrying handle comprising a two-ply upright handle assembly.

Gusseted Bags of the Valve Type, A. Potdevin (to Potdevin Machine Co., Brooklyn, N.Y.). U.S. 2,714,983, Aug. 9. A gusseted bag having one corner folded into the bag to provide a valve at the bag corner; a sleeve for lining the valve, said lining sleeve comprising a sheet which covers entire interior of valve, said sheet in one direction extending to bag interior for a substantial distance and in the opposite direction extending to bag interior for a substantial distance beyond inner edge of valve.

Closure Liners and Methods, R. M. Phillips (to Aluminum Co. of America, Pittsburgh, Pa.). U.S. 2,715,474, Aug. 16. A re-seal closure comprising a cap and a wax-absorbent, cushioning cork layer secured therein to which a separable, non-absorbent and fluid impervious facing layer having a heat-sealing adhesive on the outer surface thereof is temporarily adhered by an interposed film of wax about 0.001 in. thick without substantial absorption of the wax in said cork layer.

Dispensing Device for Containers Holding Products Under Pressure, R. P. McGhie and F. W. Schneider (to Colgate-Palmolive Co., Jersey City, N.J.). U.S. 2,715,481, Aug. 16. A dispensing device comprising a container, a dispensing valve having a reciprocating member for controlling the opening and closing of valve, said member having a discharge passage therethrough.

Tube-Filling Machine, W. S. Kazmierczak and L. P. Gajda (to Arthur Colton Co., Div. of Snyder Tool & Engineering Co., Detroit, Mich.). U.S. 2,715,489, Aug. 16. A cap-tightener apparatus for collapsible tubes which are filled at an open end opposite the cap and sealed at that end after the walls are closed to a diametrical junction, said apparatus comprising a tube holder having an opening to receive capped end of a tube, a shoulder at lower end of opening to support tube, holder having also an opening formed below shoulder to receive a cap on a threaded neck.

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a Sales "Assist"
with Distinctive—**

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MOLDED PLASTIC
CLOSURES

**Mack Standard
Molded Closures...**

Molded plastic closures in all stock sizes are available for fast delivery from regular stocks in reasonable quantities. A wide selection of decorative designs assure a "custom look" at the cost of an economical standard seal.

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Call on Mack packaging technicians for new ideas in special packaging. Custom packaging by Mack has given a "sales assist" to countless successful promotions. Consult Mack on your custom packaging and closures requirements, now! Call or write for samples and prices, today!

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COLLAPSIBLE BAKERY BOXES
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FZ-Swifty



FP-Universal

Two versatile right angle collapsible box making machines — outstanding members of the International family of better box making equipment.

Typical examples of the many styles and sizes of practical collapsible bakery boxes made on International right angle machines, the cartons shown above provide maximum product protection at a lower cost per thousand.

The collapsible bakery box represents savings in shipping costs, and solves the storage problem.

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MODERN PACKAGING

- 1 SELECT the items you want
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HELPFUL LITERATURE

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There is valuable data — worth dollars and cents to you — in the literature and samples described below.

EQUIPMENT • SUPPLIES • SERVICES

PLASTIC FILM AND SHEET. Booklet describes, gives physical and electrical properties of "Genotherm," a thermoplastic polyvinyl chloride sheet stock. Uses include food packages, tubing and bags, closure liners, laminating material. Anorgana G. M. B. H. (J551)

MEAT WRAPPER. Brochure describes uses and method of applying "Perfo-Roll" printed plastic film in the packaging of luncheon meats. Also describes the use of machine that automatically heat-seals and labels the material. Continental Can Co., Inc. (J552)

PACKAGING MACHINERY FOR FOOD PRODUCTS. Illustrated catalog describes line of machines for packaging food in lined cartons, heat-sealed inner bags, single cartons, multi-wall bags, single bags, and overwrapped cartons; also, bag filling and sealing machines, filling machines, wrapping machines, and parceling and bundling machines. Fr. Hesser Maschinenfabrik. (J553)

AEROSOL PROPELLANTS. Brochure describes seven "Genetron" aerosol propellants, tabulates their properties, charts their vapor pressure and density vs. temperature. Discusses aerosol test methods. Lists aerosol equipment suppliers and contract loaders. Allied Chemical & Dye Corp. (J554)

POLYETHYLENE FILM. Literature mentions 16 features of company's "Polypane" polyethylene film bearing on its suitability for a wide range of packaging applications. Polypane Packaging Co. (J555)

LIQUID FILLING MACHINES. Literature presents detailed description of filling machines designed to handle both light and heavy liquids and containers ranging from one ounce to gallon jugs, at speeds up to 250 per minute. Pneumatic Scale Corp., Ltd. (J556)

PLASTIC LINER FOR PAILS. Folder describes "JaLiner," a closed top, electronically sealed polyethylene contour liner with spout which is installed in metal containers during manufacture. Intended for "hard-to-package" liquids in the food, drug and chemical fields. Jones & Laughlin Steel Corp. (J557)

PACKETING MACHINERY. Folder gives details on machine that fills up to 24,000 packets of small hardware items per day. Handles up to four different types of items simultaneously and with automatic control of the number of items in each packet. Brown Bag Filling Machine Co., Inc. (J558)

CELLOPHANE CHARACTERISTICS AND USES. Folder gives general characteristics and uses of three new cellophane types, and lists several new film designations this company will use to avoid confusion with competitors' coding. American Viscose Corp. (J559)

CORRUGATED GLASSINE BOX. Sheet gives specifications of machine that makes one-piece corrugated glassine boxes or trays with smooth kraft backing in size range from 5 $\frac{1}{8}$ by 11 in. up to 16 $\frac{1}{2}$ by 20 $\frac{1}{8}$ inches at speeds up to 70 per minute. Stokes & Smith Co. (J560)

POLYETHYLENE FILM FOR PACKAGING. Pamphlet details the variety of possible uses and gives technical data on "Reynolon" polyethylene film. Reynolds Metals Co. (J561)

FLAT STEEL STRAPPING. Illustrated brochure describes line of heavy duty flat steel strapping equipment and accessory items. United States Steel Corp. (J562)

AUTOMATIC BOTTLE LABELER. Illustrated folder describes operation of "World" automatic rotary labeler for use with round bottles and jars. Economic Machinery Co. (J563)

COLLAPSIBLE BOX WORKBOOK. Sixty-six page manual describes various types of collapsible boxes, various methods for producing the blanks, and machines for producing them. Also gives suggestions for cutting and creasing blanks correctly. The International Paper Box Machine Co. (J564)

GLASS CONTAINERS. Fifty-seven page catalog describes line of pharmaceutical, chemical, and cosmetic glass and ceramic containers; bottles, vials, jars, ampules, glass-plastic aerosol containers, and closures. Wheaton Glass Co. (J565)

CHECK WEIGHING MACHINES. Folder describes machines that automatically weigh, classify, and sort products into correct weight groups at speeds up to 100 units per minute with rejection tolerance of up to 0.25 of unit weight. The Exact Weight Scale Co. (J566)

VACUUM PACKAGING MACHINE. Folder describes "Flex-Vac" machine for packaging perishable items in air-evacuated, transparent, flexible packages. Standard Packaging Corp. (J567)

PRESSURIZED CONTAINERS. Forty-three page handbook gives information on how products can be pressure packaged. Includes lists of sources for propellants, valves, loading equipment, and contract loading services. Crown Cork & Seal Co., Inc. (J568)

AIR CLEANER FOR CONTAINERS. Folder gives description of two-tube compressed air cleaner for removing foreign particles from containers made of glass, tin, china, or other materials. U. S. Bottlers Machinery Co. (J569)

RUBBER PLATE HANDBOOK. Manual for flexographic printers contains guidance on ordering, mounting, using, proofing, and protecting rubber printing plates. Mostype Corp. (J570)

PACKAGE CONVEYING EQUIPMENT. Catalog describes line of package conveying machines, including unscrambling tables, accumulating tables, lateral curve conveyor, and bottle, jar, can, and container conveyors. Island Equipment Corp. (J571)

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TUBE FILLING MACHINES. Illustrated brochure gives detailed description of machine for filling collapsible tubes at speeds as high as 3000 tubes per hour. Specifications included. Arenco Machine Co. (J572)

FOLDING CARTONS. Fifty-one page brochure traces company's history and its forest-to-finished product facilities for the production of paperboard, folding cartons, and corrugated containers. Robert Cair Co., Inc. (J573)

HEAT-SEAL PAPERS FOR LABELS. Literature gives tips on selecting the right heat-seal paper stock for specific labeling applications and for each of 35 packaging machines. Nashua Corp. (J574)

SARAN FILM. Manual shows how to use Saran film in hand, semi-automatic, fully-automatic and vacuum-packaging of link sausage and sliced luncheon meats. The Dow Chemical Co. (J575)

CONTAINERS AND CLOSURES. Booklet gives general description of company's full line of glass food, dairy, and drug containers, closures, cartons and boxes. Owens-Illinois Glass Co. (J576)

CONTAINERS FOR BULK PACKAGING. Brochure shows six different types of bulk packaging containers for machinery parts, chemicals and factory supplies and describes benefits of using king-size containers. Gaylord Container Corp. (J577)

PACKAGING WITH POLYETHYLENE FILM. 6-page folder reports on packaging applications for polyethylene film in a wide range of products and describes the advantages polyethylene has provided. Bakelite Company. (J578)

ADHESIVES MANUAL. Revised edition of booklet "How To Handle Adhesives for Transparent Films." Also included is a detailed chart of commonly used transparent films containing data on sources of supply, properties, gauges, characteristics. National Starch Products, Inc. (J579)

SLITTING EQUIPMENT. Literature gives description of air-operated knife holder for use with any equipment that utilizes score cut slitting. Normal slit is $\frac{1}{8}$ inch, but other size cuts are possible. John Dusenbury Co., Inc. (J580)

FILM BAGMAKING MACHINE. Folder describes machine for manufacturing bags of transparent cellulose film, paper, and similar materials, in 13 different bag styles and in sizes from 2 by 3 $\frac{1}{2}$ to 13 by 21 inches. Renka Bag Co. (J581)

CUTTING AND SHEARING MACHINES. Bulletin describes extensive line of machines for cutting and shearing—hand, semi-automatic and automatic. Also describes company's blade sharpening and cutting-shearing engineering services. Hobbs Manufacturing Co. (J582)

SURVEY OF CONSUMER BUYING HABITS. 12-page study gives results of survey made of "in-store" buying decisions of supermarket customers. Covers 88 different product classifications. E. I. duPont de Nemours & Co., Inc. (J583)

PRESSURE SENSITIVE TAPES. File folder contains samples of 18 types of plastic, paper, cloth, and filament reinforced industrial tapes. Complete specifications are given, along with recommended uses. Vernon Chemical & Manufacturing Corp. (J584)

PARAFFIN COATING MACHINE. Sheet gives description of paraffin coating machine for strip coating of sheet material, with capacity from 2 to 70 inches. H & W Machinery Corp. (J585)

PLASTIC CLOSURES. Folder describes molded stock plastic closures, suitable for screw-top containers, and describes maker's facilities. Manufacturer will also send a collection of sample plastic bottle tops. Scott Plastics. (J586)

HEAT SEALERS AND BELT CONVEYORS. File folder contains literature on company's line of rotary heat sealers, continuous band sealers, hand sealers, and package conveyors. Includes sample sealed bag. Doughboy Industries, Inc. (J587)

ROTOGRAVURE PRESS. Folder describes company's Model "1000" heavy duty, high speed rotogravure press especially designed for volume package printing. All features of the machine are covered in detail, and specifications are included. E. G. Staude Manufacturing Co., Inc. (J588)

ACETATE FILM MANUAL. 27-page handbook describes "Vuespak" transparent rigid cellulose acetate packaging material. Covers forming and fabricating procedures, sealing, cutting, folding, laminating, printing and decorating, equipment suppliers, and a table of physical characteristics. Monsanto Chemical Co. (J589)

CONTAINER FILLER. Booklet describes filling principles and design characteristics of all seven models of company's filling machines. Gives specifications and a table of 46 products in typical viscosity classes these machines can handle. Food Machinery & Chemical Corp. (J590)

HOW TO SHIP IN CORRUGATED BOXES. Manual contains suggestions on how to store products packed in corrugated boxes, and how to save money in packing, storing, sealing, loading, and shipping. Hinde & Dauch. (J591)

PLASTIC CONTAINERS. Folder describes line of "Clearsite" plastic containers, available in a range of stock sizes, rigid or flexible, polystyrene or cellulose acetate. Detailed dimensions and descriptions are given. Celluplastic Corporation. (J592)

COLLAPSIBLE TUBES. 16-page catalog gives information on line of collapsible tubes, available in various metals and a range of necks and openings. Also gives capacity chart and formula for determining correct size of tube carton. Sun Tube Corporation. (J593)

TUCK-END CLOSING MACHINE. Illustrated data sheet gives specifications for machine that closes reverse or straight tuck-end boxes at speeds from 30 to 120 boxes per minute. Rex Packaging Machine Co. (J594)

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Paul Revere rides again

[Continued from page 115]

gratifying—75% greater, Revere says, than the company's most optimistic estimates. So a second set quickly followed it onto the market. This is the Kitchen Jewel Chest, which includes seven different utensils: 1-, 2- and 3-qt. sauce pans, 6- and 10-in. skillets, 4-qt. sauce pot, 6-cup percolator and 10-hook hanging rack. Packaging is essentially the same, although the outer dimensions of the carton are 1 in. more on all sides and the design features Minute Man heads in blue alternated with golden jewel-like decorations.

With its enthusiasm for multiple packaging continuing to grow, this summer Revere came up with some more new ideas.

With an eye towards marketing a lower-priced set (the first two now sell for \$42.50 and \$59.95), Revere has brought out what it calls the "Good Cook's Set," including a sauce pan, double boiler, skillet and egg-poacher insert and six of Revere's new utensil hangers.

The packaging arrangement has

been altered somewhat, in order to make the set more compact. The same heavy white corrugated is used, printed in maroon and blue, but a self cover that can be folded back to form a headpiece for display purposes is now used. The various pieces are tissue wrapped and packed in the bottom of the carton and covered with a separate tray, which is printed in gray in a simulated-wood pattern. A retailer can display this set by removing all the pieces and replacing them, edge-on, into the appropriate slots in the tray.

The original 11-Purpose Set, rechristened the All-Purpose Set, now is equipped with the new utensil hangers rather than a steel rack with hooks. These hangers are packed in individual blue-and-maroon folding cartons with transparent windows and are made up of a hook, a slanted nail and a solid copper wreath or oblong-shaped medallion to cover the hook. In addition to including them in its lower-priced sets, Revere is offering them separately, packed six to a folding carton with top that can be folded back to make a counter display at point of sale.


Another newly introduced Revere Ware combination is the three-piece Skillet Set. The outer carton, similar in construction to that used for the Good Cook's Set, is printed in blue and copper colors, and holds 6-, 7- and 9-in. skillets, inverted and separated by heavy folded corrugated walls. This set also includes a supply of the new hangers.

Most unusual of Revere's 1955 packaging innovations are its three sets of miniature Revere Ware for children.

Companies in a very wide variety of fields have sponsored junior-sized versions of their products,* but in most cases these have been manufactured and distributed by specialized toy or novelty firms. Revere, however, seeing the great promotional possibilities in educating little girls to begin using Revere Ware at a very tender age, decided to take over the job itself.

This means that the miniature replicas have been made with the same care as full-scale Revere Ware, with the same patented "copper

*See "Get 'Em Young," MODERN PACKAGING, Nov., 1953, p. 91.



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clad" bottoms. They can even be used for actual cooking (the skillet is just big enough for one egg!). Revere also is planning to sell the toy utensils through its regular distributors—displaying them right next to their grown-up cousins—with only secondary emphasis on sales in toy stores.

Revere has designed three sets of miniature utensils, using brightly colored folding cartons to hold three-, five- or seven-piece combinations. As an extra feature, each of the cartons can be converted into a play stove. Reproductions of four stove burners are printed on the bottom of the carton, so that a child can turn her set's empty carton over, insert the paperboard "control panel" that is supplied and proceed to "cook."

Revere's success with its set packages—both junior and adult—has prompted it, too, to take a new look at its individual utensil packaging. The heavy corrugated cartons used to ship individual open-stock Revere Ware items (there are 66 different pieces in all) have been redesigned, with the name and stock number of the contents repeated on all six surfaces for quicker identification. A simple color-code system also has been adopted (red for the regular line, blue for miniatures, orange for institutional items). And an entirely new line of utensils for outdoor cooking, called Patio Ware, will be introduced soon in corrugated cartons printed in a simulated wood grain and featuring an outline drawing of the product within.

What do Revere executives think of planned packaging, now that they've started doing it in earnest? "Results are fantastic" . . . "Sales are 100% greater than we anticipated" . . . "Distribution is much broader"—these are some of the things they have to say.

Once again, it appears that a long-established company, with a product that is the recognized sales leader in its field, can do an even better job by putting clever packaging to work.

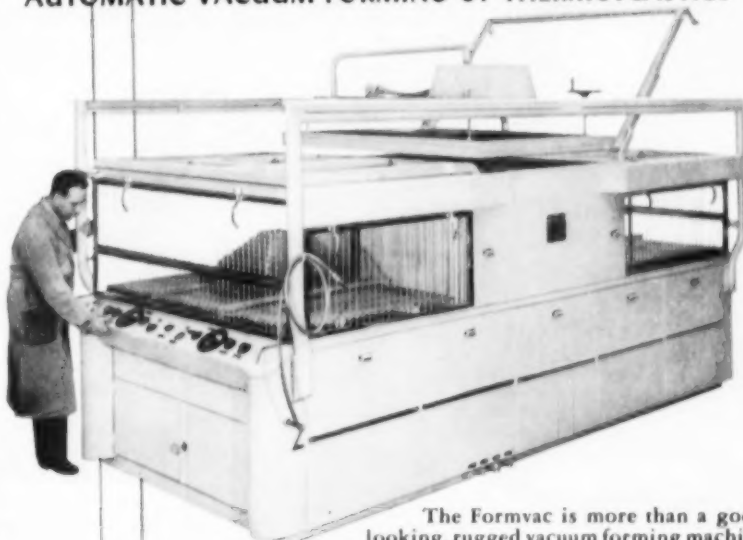
Credits: Folding cartons for full-size Revere Ware sets by The Mengel Co., 1111 Zane St., Louisville, Ky. Folding cartons for miniature Revere Ware by F. M. Howell & Co., 79 Pennsylvania Ave., Elmira, N. Y. Folding window cartons and display cartons for hangers by Climax Mfg. Co., Castorland, N. Y. Shipping cartons by Capital City Container Co., 7 Tivoli St., Albany 4, N. Y.

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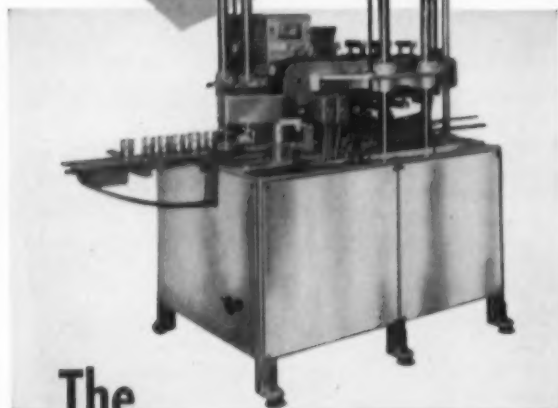
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Upgrading stationery

[Continued from page 103]

ments. Basic colors of the caddies are blue and black with white, brown and black with white, pink and black, and pink and white.

An assortment of 36 of the caddy packages is placed in a corrugated shipping container, printed in charcoal with pink, selected as the season's high-fashion colors.

The corrugated container opens up into a display simply by cutting along a perforated line and folding back the top along score lines to make a riser piece and shelf. The individual packages thus appear in a step arrangement on the counter.

The caddy packages command a slightly higher price than conventional cellophane-wrapped units of the same quantity and quality, yet they are fast sellers because of the attractiveness of the colorful packages in display and the re-use feature offered by the caddy.

Drug stores like the multiple-unit display pack because it requires no arrangement other than opening to be ready for selling.

"What we did," says Bernard Scheffs, president, "was to 'cosmeticize' our package to give it the color appeal that perfumery and toiletries have on the drug-store counter—plus convenience for selling."

Credits: Corrugated display container by Republic Container Corp., 1561 Hudson Blvd., Jersey City 5, N. J. Cellophane by E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.; Olin Film Div., 655 Madison Ave., New York 21, and American Viscose Corp., Film Div., 1617 Pennsylvania Blvd., Philadelphia 3, Pa. Foil labels by Cameo Die & Label Co., 154 W. 14 St., New York 11. Surface design by Philip Gibson, 400 Madison Ave., New York.

Glass research center

[Continued from page 163]

Owens-Illinois officials pointed out that, in the new center, scientists and engineers can for the first time carry on a research program from beginning to end under one roof. Products and ideas developed there will be perfected and ready for regular factory production when they are



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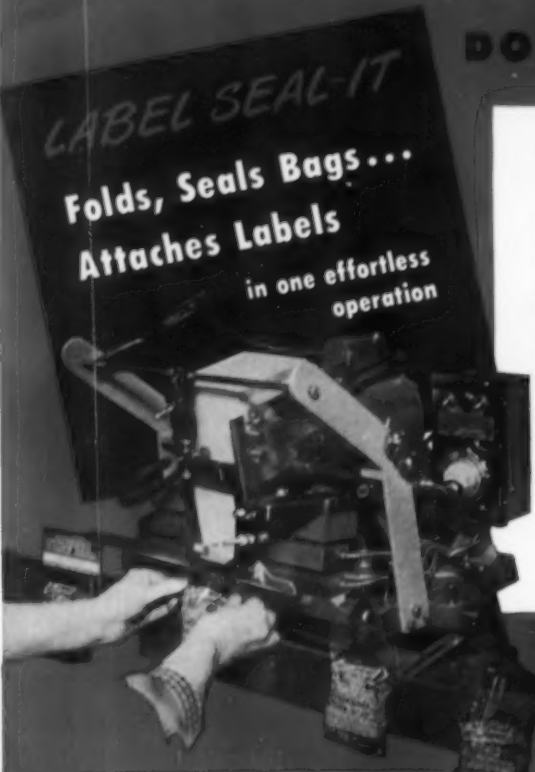


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Phases of research include:

(A) Pure research, in which the theory is developed.

(B) Applied research, in which the theory is tested and approved.

(C) Operation of the theory to test its practical manufacturing possibilities.

(D) Pilot plant operation to test actual production on a limited, or prototype scale.

(E) Creation and testing of the actual machinery or product in commercial operation or production.

The new process for manufacturing lighter, but stronger, glass containers provides a perfect example of this complete cycle.

Work on this new process, which O-I researchers call "light-weighting and right-weighting," was started in the early '40s when Owens-Illinois foresaw the need for lighter and better glass containers in volume beyond anything existing machines could produce.

To get the answer took five years and the construction of a cumbersome machine which the research team dubbed "Messy Bessy" because of its tangle of wires and recording instruments. This machine enabled O-I's scientists, for the first time, to change at will the temperature, time and pressure in the glass-forming process and to record the effects of the changes on the glass product.

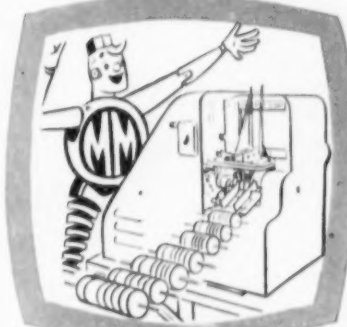
With Messy Bessy's information to guide them, researchers and engineers took the next two years building a pilot model which ultimately allowed them to control distribution of glass in a container to meet a specific packaging need.

This model, the scientists say, allowed them to put more glass where strength was required and reduce it to a minimum at less critical points. This "controlled distribution" is the key to the process.

The container produced by this process is not only lighter and stronger, but more accurate in dimensions, it is said.

O-I engineers estimate that the 12 years required for development of this process probably could have been cut in half with facilities provided by the new research center. In addition to the better tools available, the technical and scientific skills of 500 researchers and engineers are now in one building.

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Nails in paper

[Continued from page 141]

Roebuck & Co. These also consist of attractively labeled metal-end fibre cans incorporating a string-opening device.

Initially, the new Sears family of nail containers includes 4-, 6-, 8- and 10-penny-box nails and finishing nails in 4-, 6- and 8-penny sizes. Colorful packages, designed by Sears, use an unusual front panel treatment showing a mixed pile of nails for general use, supplemented by an exact-size reproduction of the type of nail in the package and a figure showing the minimum number of nails contained.

On the right side panel, the label of the new Sears packages bears a scale, graduated in half inches, against which several sizes are shown to indicate their exact size. To facilitate proper selection, the size of nail within this particular package is shown in a different color.

In addition to an arrow indicating the location of the pull string and brief opening instructions, the left panel of the new Sears nail cartons reminds the purchaser to "use this handy container for a more efficient workbench." Additional copy suggests that the cans be stored "with the opposite end out, so you can instantly find the nail you need. With a complete assortment of these packaged nails, you'll always have the right nail at your fingertips."

Typical of the several nail producers now using corrugated bulk containers in place of wooden nails is the Dickson Weatherproof Nail Co. of Evanston, Ill.

Dickson ships 100 lbs. of roofing nails in a full telescoping corrugated box of double-wall, stapled construction. The lid section has convenient hand-holds on two sides and is colorfully printed in two colors, playing up the company name, brand and trademark, and a giant-size drawing of the nail's construction.

Credits: Pre-labeled string-opening composite cans and lid-sealing equipment for Nichols and Sears, Roebuck by Seltan Fibre Can Co., 3275 Big Bend Blvd., St. Louis 17, Mo. Contract packaging of Sears, Roebuck canisters by Smith, McClintock Co., 520 N. Michigan Ave., Chicago. Corrugated bulk container for Dickson Weatherproof Nail Co. by Hinde & Dauch Paper Co., Sandusky, Ohio.

New USDC report

The first of a projected series of monthly reports on manufacturers' shipments of converted flexible packaging products has been released by the Bureau of the Census, U. S. Department of Commerce. The first set of figures, which was gathered on an experimental basis with the assistance of the National Flexible Packaging Assn., covers the month of January, 1955. Future reports are expected to appear, on a regular monthly basis, beginning with one covering shipments during July.

An analysis of the first survey was presented to the NFPA at its fall meeting in White Sulphur Springs, W. Va., last month by A. B. Clunan of the Containers and Packaging Div., Business and Defense Services Administration. He stressed the fact that the Bureau has had to eliminate much of the detail that had been called for in the original form sent to manufacturers.

Reasons for this, he said, were that "individual figures in a large number of end-use categories represent a disclosure, actual or approximate," and

that "the total value was too small to justify separate reporting in many cases." It was also discovered that some producers do not maintain records that would readily provide the information that was requested.

However, the Census Bureau was able to release some of the detailed end-use figures that were gathered for the experimental January report, even though these will not be included in future monthly surveys.

Figures will be compiled for 12 major categories of converted flexible packaging materials. For January, the total shipments, in thousands of

dollars, are shown in the table below.

A number of types of packages, not considered within the Bureau's strict definition of "flexible packaging materials" are excluded from these totals. Among them are mesh and textile bags, grocery and variety bags, other stock paper bags, multi-wall shipping sacks, sausage casings and items made of unprinted foil or foil laminations.

Copies of the report, designated Series M26F, may be obtained from the Bureau of the Census, Washington 25, D.C., for 10 cents a copy, \$1.00 a year.

Shipments of flexible packaging materials for January (In thousands of dollars)

<i>Bags, pouches, envelopes, liners, tubes, etc.:</i>		<i>Printed rolls and sheets:</i>	
Cellophane (unsupported)	\$1,922	Cellophane	\$1,134
Polyethylene (unsupported)	2,331	Paper, all types	1,432
All other plastics (unsupported)	628	All other material, including foil	741
Polyethylene in combination with paper, film, foil	615	Laminated or coated rolls and sheets	\$6,303
Kraft or sulfite paper (single and in combination with other paper or plastics other than polyethylene)	2,415	Resale household bags	\$558
Glassine, greaseproof, parchment and waxed papers (all)	2,145	Military specifications	\$762
		Total	\$23,986



UNBREAKABLE 6 1/2 and 13 GALLON PLAXPAK[®] CARBOYS

Bottles are Blow-Molded in ONE Piece of 100%, High Molecular Weight Polyethylene

A light-weight, non-breakable bulk container to reduce shipping costs and make safer, easier handling of hazardous, costly, corrosive chemicals. Approved by ICC for acid shipments, including hydrofluoric acid up to 60% strength.

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- ☐ SARAN FILM
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233 Belleville Avenue, Bloomfield, New Jersey

Check-out at the 5 & 10

[Continued from page 102]

more serious than in a conventional store. Apparently the need of passing by an eagle-eyed check-out girl is enough to deter many a casual pilferer.

But as in any self-service retail outlet, the right kind of packaging is the most effective deterrent to pilferage—especially the carding of all sorts of small items—so that they can be displayed on easily watched racks and large enough not to be slipped into pocket or purse.

Price marking is another kind of problem. With self service and check-out every single item must bear a legible price. This is obvious. But who's going to do the price marking? Price marking can be a very expensive proposition for the average store. Trade estimates place it at one-seventh of the entire store payroll² and at 1/2 to 1% of the total cost of selling.³

Naturally, most operators would very much like their suppliers to take over this job for them and pre-price as much merchandise as possible in the factory. And this seems to be the trend. In most cases it is a simple matter to incorporate a large, readable price in the package design and variety-store opinion seems to be that 80% of all merchandise will be price marked by the manufacturer within the next year.

Otherwise, variety men are beginning to insist that all packaged products carry a large white price spot for in-store marking.

What else specifically does this big change in physical arrangement and selling methods of the variety store mean to individual packagers?

No longer is the top surface of the package the only one that may be visible: The package may now be displayed upright on a shelf at the customer's eye level or even higher. This means that it must flash its message story from every possible angle—or lose potential sales.

In recent weeks we have talked to experts in many phases of the variety-store field. Here are a few of the suggestions they make to packagers:

- Watch quality control. There's nothing angrier than a customer who

"Gentlemen: Please send me . . ."

It isn't necessary to write an individual letter for every booklet or brochure you want on a packaging subject.

By using the Manufacturers' Literature Page in this magazine, you can join the many readers who regularly ask for and receive the publications distributed by suppliers to the packaging field.

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A Service of **MODERN PACKAGING**

A BRESKIN PUBLICATION

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²See Chain Store Age, Variety Editions, March, 1955, p. 48.

³See Variety Store Merchandiser, April, 1955, p. 74.

discovers defective merchandise that the package has hidden from her.

- Standardize sizes. With self service, customers aren't as likely to examine and try before buying.

- Don't get too fancy. The variety-store business is still basically a low-margin operation; it isn't fond of packaging that's over-elaborate.

- Mark sizes and styles legibly. Re-filling counters and re-ordering merchandise are major jobs for the clerk in the variety store; don't make them any harder than need be.

- Identify shipping cartons. One girl may be responsible for as many as a thousand different items.

- Avoid elaborate display pieces. There just isn't room for them.

- Make packages as compact as possible. There isn't room for giant-sized packages either.

- Describe each item completely. In self service, there may not be a sales girl around to tell the customer what it is.

- Watch package dimensions. Most variety stores have fixtures that are divided into sections at even-inch intervals; a package $4\frac{1}{8}$ in. wide will probably be bent and squeezed into a 4-in. space.

- Don't mislead the customer. If a package has one towel in it, make sure she doesn't expect more.

- Make it sturdy. Packages are apt to get heavier handling with self service; be sure they can take it.

- Offer the right quantities. Before deciding on a final version of a package, find the quantities most customers want to buy at one time.

Specific as are these needs to the self-service variety store, the fact remains that they are sound basic principles for packaging everywhere.

For the packager who ships to many types of outlets, they simply offer new criteria of the kind of salesworthiness which will be welcome anywhere.

And for those packagers whose principal outlet is the variety store, there is no time to be lost. The self-service movement is picking up speed and the packager who doesn't keep pace can easily find himself out of the race.

Acknowledgements

To the following trade authorities for assistance in the preparation of this article: Philip W. Schindel, executive director, Limited Price Variety Stores Assn.; John W.

One good label
deserves another....

Here's why Hiram Walker chose
EVERY Self-Adhesive LABELS
for their Luxury-Wrap packages

Hiram Walker's new personalized Holiday gift packages presented a tough labeling problem. Their packaging would work as planned only if the labels could be removed and resealed.

Avery's Kum-Kleen Pressure-Sensitive Labels were selected for all nine of their unique gift wrapped boxes because they are self-adhesive, require no moistening, are easily removed...yet can be used for instant re-sealing simply by pressing them on again.

Although Avery's ability to meet Hiram Walker's production and delivery needs was an important consideration in their choice of Kum-Kleen labels—the deciding factor was Avery's complete control of production from start to finish. Avery makes their own adhesives and do their own designing, laminating, die-cutting, printing and embossing. Avery is the only manufacturer of pressure-sensitive labels with all of these facilities.



What a difference **EVERY Kum-Kleen LABELS** make!

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Write today for full details on Hiram Walker's special labeling problem and other case histories that show why Avery Pressure-Sensitive Labels were the best answer. Perhaps you also can use Avery Labels profitably on your products or packages.



*able-stik at work

**non-moistening*
SELF-ADHESIVE LABELS



Able-Stik is playing a dual role in the labeling of a plastic butter dish. A unique strip label carries the sales message and at same time, holds lid to the base.



Because of the upward swing in coffee prices, a chain store organization recently changed their brand to stimulate sales. Rather than destroy their old containers, they used an attractively designed Able-Stik label which reads, "New Improved Brand." Result: increased coffee sales.



Bands for Tie-In Sales . . . the perfect pressure sensitive application for special promotions and wrap arounds.

Stripstik . . . Instead of all over pressure sensitive backing, strips of pressure sensitive adhesive applied where needed to bands, wrap arounds, etc.



A cosmetic company was stuck with thousands of dollars worth of expensive displays when a price change went into effect. But instead of junking the lot they had an inexpensive Able-Stik label designed to blend with the displays. In this way they were able to change the prices and save their investment in the original displays.



A costly packaging label problem was solved for a national pharmaceutical company in conjunction with a polyethylene squeeze bottle. Since ordinary paper labels would not hold, a specially developed ABLE-STIK label proved to be ideal with sufficient flexibility and adherence.

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Bricker, superintendent of buyers, F. W. Woolworth Co.; G. P. Charpie, standard methods manager, W. T. Grant Co.; F. E. Myers, advertising and sales promotion manager, H. L. Green Co.; L. C. Shockley, sales promotion manager, McCrory Stores Corp., and the editors of *Chain Store Age*, *Variety Editions* and *Variety Store Merchandiser*.

Wines and liquors

[Continued from page 112]

cans.* How far the metal container will go in the tradition-bound wine industry, however, is questionable.

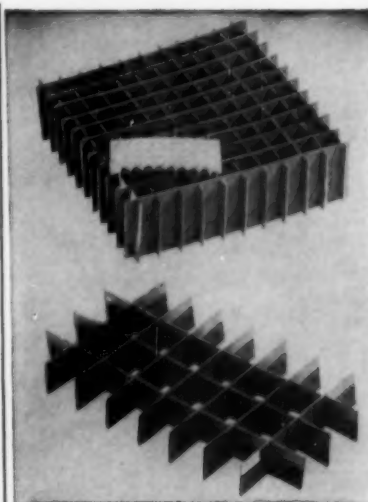
A distinct trend on the West Coast and elsewhere is an attempt to encourage impulse sales of wine by offering ½-pint bottles of a variety of six different types of wines in carry-home cartons similar to those used for soft drinks. Prices are low per unit to induce the shopper to sample.

Splits of champagne and sparkling wines are not new, yet seem to be gaining favor in that they offer convenience for using sparkling wines in the home. A split offers just enough for a glass or two of champagne or sparkling burgundy without opening a large bottle that will go flat if not used immediately.

Many American wineries are models of production efficiency with the most up-to-date methods of filling, closing and labeling. An automatic labeling machine of outstanding interest has been installed at the Christian Bros. Winery in California, designed for handling this firm's three-pointed, die-cut label. The machine must register the three peaks at the top of this label with the archways embossed in the custom-mold bottle. The new labeler orients the label, bringing it into positive position for accurate placement.

Because a large part of their output is purchased for gift giving, wine producers are also important users of decorative packaging materials. Many colorful set-up and folding boxes are used to house attractive assortments of wines.

Americans, more than any other nationality, like their liquor straight. But when it comes to packaging, apparently—the fancier the better. At least that is the big current prob-



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*See "Design Histories," MODERN PACKAGING, Jan., 1955, p. 92.

lem in the liquor industry—a trend too strong to buck and one that might break out any time in dozens of other packaging industries.

Credits: (Principal suppliers of packages illustrated) **Designers**—Old Forester decanter by Raymond Loewy Associates, 488 Madison Ave., New York 22; Glenmore and Kentucky Tavern decanters by Donald Deskey Associates, 630 Fifth Ave., New York 20; Calvert Reserve decanter by Russel Wright, 221 E. 48 St., New York; Lord Calvert decanter by George Nelson & Associates, 30 W. 57 St., New York; Four Roses quart-size decanter by Donrico, Inc., 438 W. 47 St., New York. Hiram Walker wraps by Roger Bradfield, 512 Nicolette Ave., Minneapolis, Minn. Canadian Club wrap produced by Reynolds Metals Co., 2500 S. Third St., Louisville, Ky., and machine-applied ribbon by Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn., with pressure-sensitive label by Avery Adhesive Label Corp., 1616 California Ave., Monrovia, Calif. Four Roses—decanter carton by The Lord Baltimore Press, Inc., 1601 Edison Hwy., Baltimore 13, Md.; standard fifth and pint gift cartons designed by W. Terrill Dickey, 721 Braeview St., Louisville, Ky., and produced by Container Corp. of America, 38 S. Dearborn St., Chicago 3, Ill., and F. N. Burt Co., 500-540 Seneca St., Buffalo, N. Y. Seagram's Golden Gin carton by National Folding Box Co., Sub. Federal Paper Board Co., Inc., 405 Lexington Ave., New York 17. Old Taylor carton, Robert Gair Co., Inc., 155 E. 44 St., New York 17. Schenley Reserve decanter by Thatcher Glass Mfg. Co., 1901 Grand Central Ave., Elmira, N. Y. Kentucky Tavern decanter by Wheaton Glass Co., Millville, N. J. All other decanters illustrated by Owens-Illinois Glass Co., Toledo 1.

Humidity equilibria

[Continued from page 156]

The experimental work in Step 3 is facilitated greatly by the knowledge gained from the theoretical curve established in Step 2. One of the disadvantages, minimized by the adoption of the procedure outlined above, of both the graphical interpolation and the hygrometric method is the need of some pre-knowledge of sample properties before the actual test (7).

Summary and conclusions

A modification of the electric hygrometric method for the determination of equilibrium relative

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goes into
this box
besides aspirin...



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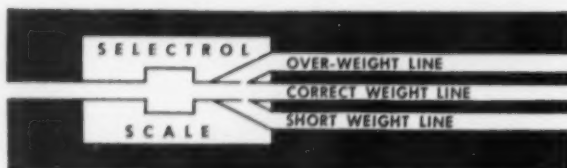
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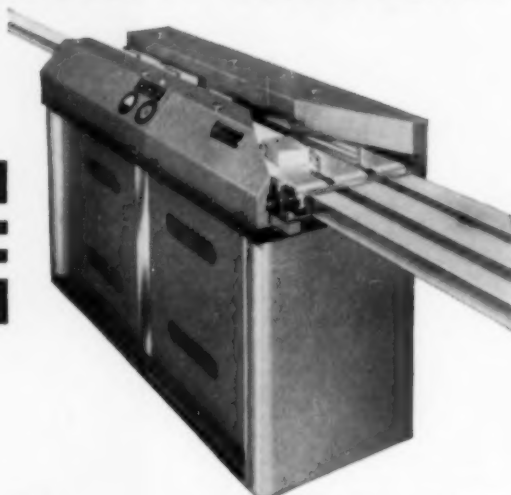


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humidity was tested and found to produce highly reproducible results. The results obtained with the electric hygrometer were compared with those obtained by the graphical interpolation method and a nearly perfect correlation was found (coefficient of correlation 0.996). Both methods seem to be suitable for routine control purposes. Both methods were found to yield highly accurate results. The hygrometric method is much faster than the graphical interpolation method, but initial cost of equipment is higher.

The applicability of the Henderson mathematical treatment to routine equilibrium relative humidity measurement was studied on several products. The conclusion reached was that the equation provides a useful basis for evaluation of such measurements. The calculated constants can be used as an objective indicator of the hygroscopicity of materials. The calculation of the curve on the basis of two points only, however, does not seem justified since deviations in the low and high humidity ranges are possible in some products.

Humidity-moisture isotherms were determined for the following food products: shredded coconut, shelled rice, gelatin dessert, corn starch and flaked oats. These isotherms provide a basis for further studies on the determination of humidity inside packages and for indirect moisture measurement.

Acknowledgements

The authors express their appreciation to K. Kimura of the Japan Cold Storage Co. for the gift of the hygrometer which was used in the experiments and to Herbert Wiseblood for technical assistance.

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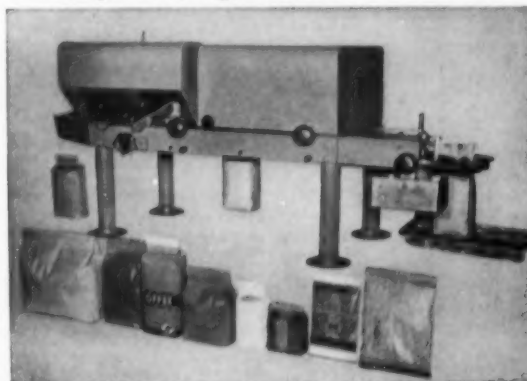
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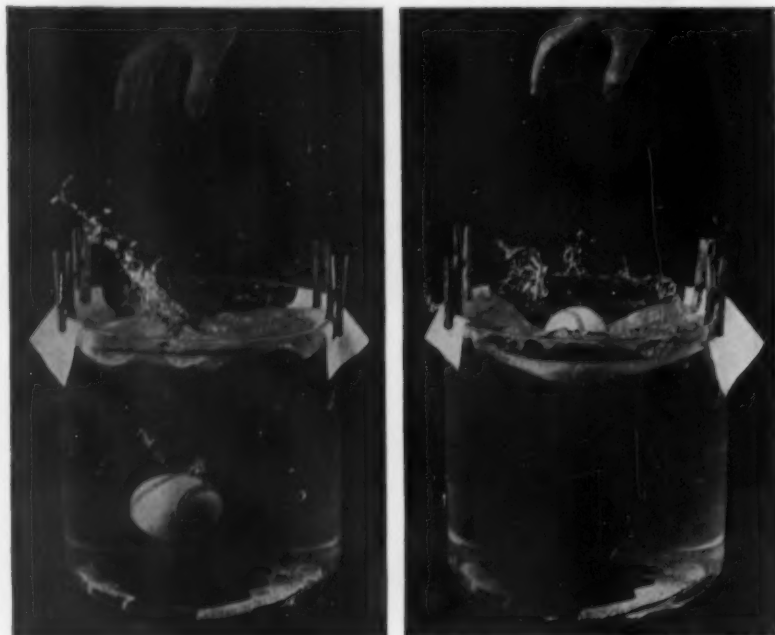
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and
HEAT SEALS

OR

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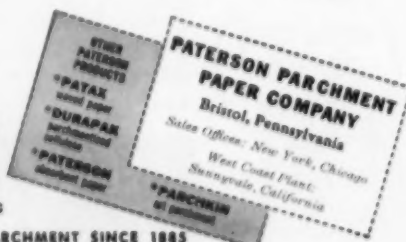
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MODERN PACKAGING, 28 (8), 213-215, 322-324, 1955.

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New Colgate set-up

Colgate-Palmolive Co., Jersey City, N. J., has announced the formation of a new integrated organization to



consolidate all its packaging activities. The new department is headed by W. T. Egan, who will have the title of Director of Packaging and be responsible for coordinating all Colgate's packaging operations, including development work, engineering, art cost analysis, evaluation, etc. These functions were formerly handled by a number of different departments.

In announcing the creation of this new organization, which will be an element in the company's Research and Development Dept., William L. Sims, II, Colgate president, said that the move "reflects the importance of packaging in modern merchandising."

Mr. Egan joined the Colgate organization in 1916 and since 1950 has been assistant research director.

Canadian show

The fourth Canadian National Packaging Exposition, now one of the largest shows of its kind in the world, will be held in the Automotive Bldg., Canadian National Exhibition Grounds, in Toronto on Nov. 8, 9 and 10. Its sponsor, the Packaging Assn. of Canada, predicts that it will be visited by more than 17,000 packaging representatives from all

pack and sell in tubes by WIRZ



IDEAS THAT INDICATE THE GROWING LIST OF PRODUCTS SUCCESSFULLY PACKAGED FOR GREATER SALES IN COLLAPSIBLE METAL TUBES BY WIRZ.

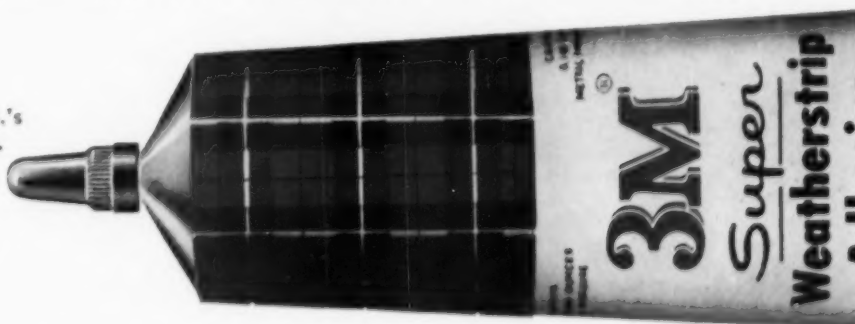
Black & Decker packages high quality lubricant for its power tools in air-tight Wirz tubes. Polyethylene or hard plastic caps seal for indefinite life.



Lea Compound, a greaseless abrasive composition for burring, buffing, polishing, and satin finishing, is packaged in Wirz tube with can-type closure that keeps moisture in, air out even during long storage periods. Handy tube keeps work and hands clean, product instantly available when needed.

Wirz tube insures ease of application of Minnesota Mining & Mfg. Co.'s Super Weatherstrip Adhesive.

Special applicator tip seals on reclosure.



4th & Cole Sts., Chester, Pa.
BRANCH PLANT, CARROLLTON, KENTUCKY

Write us today about your special packaging needs.

COLLAPSIBLE METAL TUBES AND PLASTIC MOLDING

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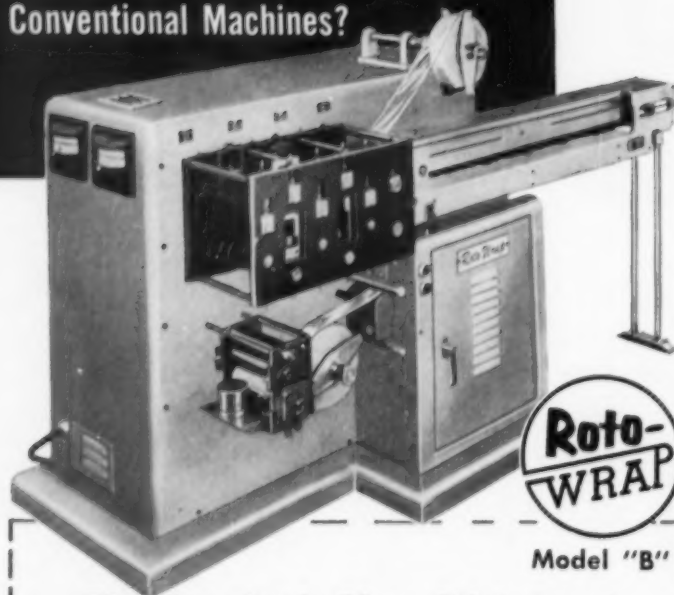
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Have You Missed Out on
Flexible Packaging's Advantages
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Model "B"

The Completely New, High Speed UNIT PACKAGING MACHINE

... An efficient versatile machine for packaging single and multiple products of regular and irregular shapes and characteristics as well as the unique product which has heretofore resisted automatic handling.

- Lightweight, limp, fragile and irregular objects handled with equal facility.
- A basic machine that lends itself to adaption to the peculiarities of particular products.
- Made in different sizes to accommodate a very wide variety of consumer and industrial products.
- Each size machine completely adjustable within its range.
- Soft goods require no supporting stiffener.
- Can use different materials in combination by forming packages from two webs. This represents great savings in preprinting costs and develops wide possibilities for functional packages.
- Intermittent cut-off and perforation.
- Hole punching for display purposes.
- Optional single color printer for coding and price marking.
- Electric eye for preprinted materials.



CONAPAC MACHINE COMPANY
DIVISION

CONAPAC MACHINE COMPANY
120 EAST 12TH STREET, NEW YORK 3, N. Y.

parts of Canada, the United States and Europe.

Some 300 booths, occupying more than 50,000 sq. ft. of exhibit space, have already been rented to companies which represent all phases of Canada's estimated \$750-million-a-year packaging field.

Admission to the Exposition is free and advance registration cards are available from the Packaging Assn. of Canada, 916 Yonge St., Toronto 5, Canada.

Live fish in a box

[Continued from page 135]

waterproof. Before closing, extra oxygen is added to the bag, sufficient for the fish for at least three days.

The neat outside printing on the Paramount box provides another labor short-cut in the firm's packaging operation. Contents identification and complete shipping instructions are legibly pre-printed on the exterior so that these labeling functions are eliminated in the shipping room.

Paramount's shipping department packs 20 to 40 boxes a day. Simplicity of the new box construction permits this quota to be met easily.

"Every man in the shop can assemble and pack the units with no training whatsoever," says Hugo Schnelle, Paramount vice president.

Here's how simple the packing procedure actually is: First, the outside shipper—a regular slotted box measuring 22 by 17 by 8 in.—is set up and lined with the fitted 2-in.-thick insulating liner. Next, for winter shipment, the heating pad is placed on the bottom of the box and a second regular slotted box is put snugly inside the liner. The fish—already packaged in their water-filled polyethylene bag—are placed in the inner box. Both units are closed; the outside box is sealed and tied, and the "corrugated aquarium" is ready for shipment.

Paramount supplies tropical and exotic species of fish to 1,500 distributors all over the world and uses about 5,000 boxes a year.

Credits: Corrugated boxes and "Insulpak" insulating liners by The Hinde & Dauch Paper Co., 407 Decatur St., Sandusky, Ohio. Polyethylene bags by Shellmar-Betner Div., Continental Can Co., Mt. Vernon, Ohio. Heating pads by Bauer & Black, Div. of the Kendall Co., 222 W. Adams St., Chicago 6.

Chun King sells

[Continued from page 133]

in her oven, the meal may be eaten directly from the tray.

The tray itself, topped with foil, comes in a folding carton which helps to protect the inner tray from damage in handling. And, finally, the carton is overwrapped in brightly printed aluminum foil featuring an appealing, almost-life-size picture of the dinner tray ready to serve.

The foil carton wrap, of course, serves several functions. It helps keep out moisture which might weaken the paperboard packaging materials. It sparkles brightly and appealingly under the lights which generally illuminate frozen-food display units. And it is not likely to become an unrecognizable mass of frost, lost in the lower reaches of the display unit.

Frozen chicken chow mein with mushrooms comes in a two-serving carton wrapped in a single full-color-printed foil overwrap.

While advertising programs have an important place in Chun King's plans, the final appeal to the consumer is made at what Chun King believes is the crucial moment—when she is in the store, before the product, deciding whether to buy it or pass on.

Effective labeling and packaging make her pause and buy.

Credits: Designs by Ben Larsen, 2421 W. 21 St., Minneapolis. Divider Pack can labels by H. S. Crocker Co., Inc., 1000 San Mateo Blvd., San Bruno, Calif. Other can labels by Muirson Label Co., Inc., P.O. Box 178, Peoria 1, Ill. Frozen-food wraps by Shellmar-Betner, division Continental Can Co., Mt. Vernon, Ohio. Aluminum tray for Cantonese Dinner by Aluminum Co. of America, P.O. Box 13, New Kensington, Pa., and Ekco Foil Container Corp., 1900 N. River Rd., River Grove, Ill. Frozen-food cartons by Hoerner Boxes, Inc., 600 Morgan St., Keokuk, Iowa, and Lewis Container Co., Colby, Wis. Cans by Continental Can Co., 100 E. 42 St., New York 17. Window cartons by Waldorf Paper Products Co., St. Paul 4, Minn. Glass containers by Owens-Illinois Glass Co., Toledo 1, Ohio. Labels for glass containers by Crocker and Muirson. Closures by Hazel Atlas Glass Co., Wheeling, W. Va. Pressure-sensitive tape by Permaseal Tape Corp., New Brunswick, N. J. Menu Magic Bazaar display head piece by Bintliff Mfg. Co., 728 Central Ave., Minneapolis.



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FLINTEX INKS FOR BEAUTIFUL AND DURABLE PACKAGES

Howard Flint Ink Co.

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**No Other Filler Approaches
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Closer and Crimper in Speed, Accuracy,
Versatility, Ruggedness**

Fills creams, pastes, liquids, powders into tubes, bottles, jars, cans with quantities so exactly metered that your savings on no over-fill are substantial. Fills bottom to top to prevent air pockets. Tubes up to 1½" x 7¼"; Speeds up to 85 per minute. Clean, no tube wiping necessary. Extra equipment: Tube Cleaner; Cap Tightener; Stirring Device; Electrically Heated Water Jacketed Hopper; No-tube-no-fill Device; Heavy Duty Pump; Special Tube Holders; Delivery Conveyor Belt. Glad to send you literature.

ARTHUR COLTON COMPANY

DIVISION SNYDER TOOL & ENGINEERING COMPANY
3514 E. LAFAYETTE • DETROIT 7, MICHIGAN

Set to sew

[Continued from page 146]

show all the patterns to advantage.

The result was a 12-by-12-in. telescope-style paper box, 2 in. deep, printed in black and white, with two acetate windows—one to show the findings, the other to show the fabric and reveal the sewing guide.

The problem of showing the exact item and its style on each package was solved with a line drawing of each item, printed in black on a tear-shaped, white gummed sticker. The sticker, which integrates with the over-all design, is pasted on the appropriate box. The larger window, with "pinked" edges like a swatch of material, shows the fabric as if it were actually going through a sewing machine. The oval-shaped smaller window, revealing the findings, is shaped like the dot of an exclamation point under the paper sticker.

After seven weeks with the new package, sales were tripled.

Credits: Window boxes by Angelus Paper Box Co., Div. Robert Gair Co., Inc., 621 E. 61 St., Los Angeles. Gummed labels by Maple Press, 4665 Melrose Ave., Los Angeles.

Brighter desk supplies

[Continued from page 137]

old and new packages shows what improved handling and arrangement of lettering, plus proper illustration, can do to stress selling points.

For greater convenience in handling and to discourage pilferage, a stapled die-cut fold was added to the Atomic crayon sharpener. This adds to the appearance of this 10-cent item and is neater for display.

Over all, more careful planning of die cutting of the cartons has provided not only sturdier cartons and fewer flaps, but packages that reportedly save paperboard as well.

The company is so enthusiastic about its present stationery-line packaging, that it is going right ahead with improved packaging for its many household and picnic items.

Credits: Designed by S. Jay Kent, 12 E. 46 St., New York 17. Cartons by Keystone Folding Box Co., 367-373 Verona Ave., Newark 4, N. J., and Downington Paper Box Co., Downington, Pa. Boot by Display Printing Co., 1430 Herkimer St., Brooklyn.



DIME OR DOLLAR SIZE...

ROLL

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Pressure-Sensitive LABELS

YOUR Roll Label Printer

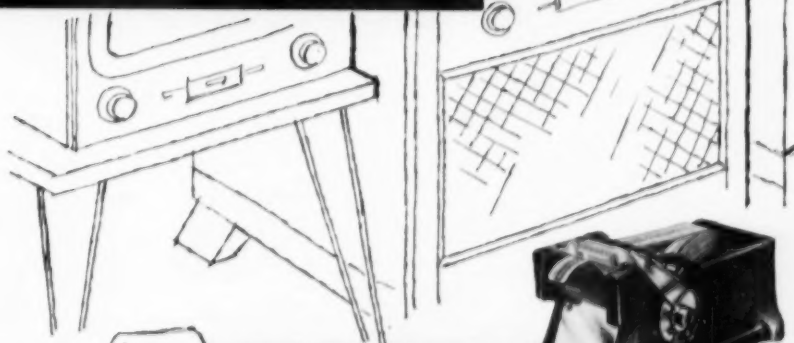
is a specialist in this field. His specialized "know-how" is based on years of experience and study in connection with designing and printing labels that sell!

He prints on KLEEN-STIK pressure-sensitive paper stock, using specially-built equipment, to provide you with labels that will keep your production lines rolling at top speed. Practically any size . . . any shape . . . any stock — for fast, easy application without the use of water, glue or heat.

For low-cost, high-impact labeling on your product or package, see your Roll Label Printer.

FREE! TEST-IT-YOURSELF KIT

Contains a selection of pressure-sensitive samples for on-the-spot testing in your own plant. Write today!



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ROLL LABEL SPECIALIST
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Pressure-sensitive roll labels in specially designed dispensers give you the world's fastest known method of hand labeling. Available through your Roll Label Printer in automatic, semi-automatic, or hand-operated models to suit every need.

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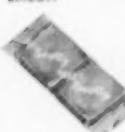


Fast as a Snap!

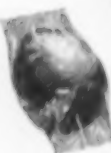
These products — plus an endless variety of others are package-wrapped

...ready for market!

MEATS AND BACON



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WHAT'S YOUR PROBLEM?
Send us a sample product—our packaging engineers will gladly advise you how the Campbell Wrapper can fit your needs. There's no obligation, of course.



New!
Completely revised free booklet—Write for your copy.

NEW YORK: 55 WEST 42 STREET

17th PI Forum

[Continued from page 145]

9:30 Adhesion Seminar, Irving Shepherd, National Distillers Products Corp., Chairman

The Pros and Cons of Label Stocks in Glass Adhesion, R. I. Drake, Champion Paper & Fibre Co.

The Pros and Cons of Stocks with Pre-Applied Adhesives in Glass Adhesion, Austin Sanborn, Nashua Corp.

The Pros and Cons of Application and Transfer Method in Glass Adhesion, Sidney Carter, Economic Machinery Co., Div. Geo. J. Meyer Mfg. Co.

The Pros and Cons of Various Types of Adhesives in Glass Adhesion, William Sederlund, National Starch Products, Inc.

The Pros and Cons of Various Glass Types in Glass Adhesion, Dr. John Scharf, Armstrong Glass Co.

2:00 Films and Foils Seminar, W. B. Tibbets, Bakelite Co., Div. of Union Carbide & Carbon Corp., Chairman

A Modified Elsberg Olfactometer for Quantitative Odor Measurements in the Stream Injection Technique, Dr. L. F. Borchardt, General Mills, Inc. (Three other speakers to be announced.)

2:00 Flexographic Printing Seminar, Clarence H. Miller, Riegel Paper Corp., Chairman

Drying for Flexographic Printing, B. Offen, B. Offen & Co.

Press Proofing of Flexographic Printing, Earl Harley, The Harley Co.

The Role of the Plate Cylinder in Flexographic Printing, Alexander R. Bradie, Monotype Corp.

2:00 Package Design Seminar, Robert G. Neubauer, package designer, Chairman

A Seminar of Case Histories of Package Design Accomplishments, Don Brice, Dictaphone Corp.; Fred Fleischman, Seabrook Farms, Inc.; Don White, Don White, Inc.

2:00 Packaging Machinery Automation Seminar, W. B. Bronander, Jr., Scandia Mfg. Co., Chairman

Planning and Evaluating New Machine Requirements, C. A. Wetli, Hudson-Sharp Machine Co.

Suggested Procedures for Purchasing Packaging Machinery, W. E. Coughlin, Pneumatic Scale Corp., Ltd.

Installation, Maintenance and Servicing Problems as Viewed by the Machinery Manufacturer, Harold Mosedale, Jr., Package Machinery Co.



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POLYETHYLENE BAGS"TAKE HOLD"
HANDLE BAGS

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EQUITABLE presents

The Biggest Show in Bag Packaging!

Paper and polyethylene merchandise bags . . . heavy-duty shipping sacks . . . colorful shopping bags . . . record sleeves . . . catalog envelopes . . . Equitable manufactures the largest variety of bag products. In fact Equitable is equipped to supply bags from 4 inches to 14 feet long!

In addition to variety, Equitable also offers you quality. From start to finish, each order is supervised by Equitable's quality-control laboratory. Paper and film, adhesives, printing inks and finished bags undergo constant testing to assure the highest standard of quality.

Remember . . . there is no package more economical than a bag. Whatever your needs, be sure to contact Equitable for the best in bag packaging. Write today for samples and prices.

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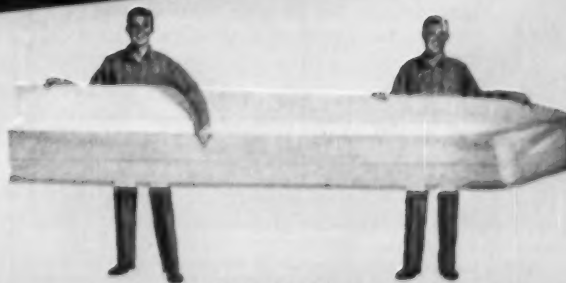
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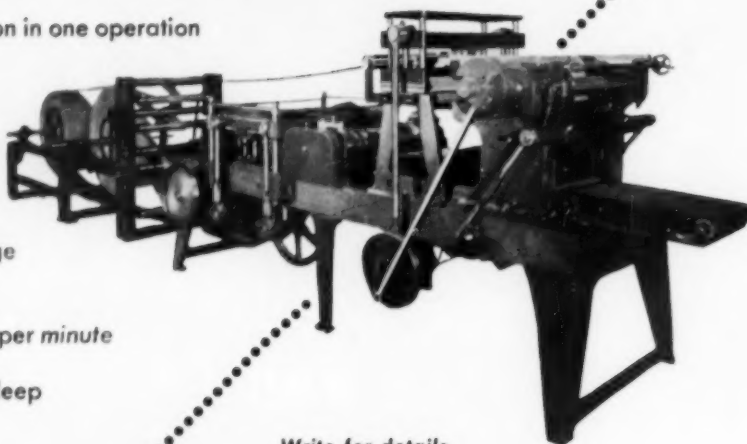


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Your production costs can be slashed with the Inman automatic adjustable partition machine

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BREAD WRAPPERS—Quality printing plus resistance to wax bleed, high end-sealing temperatures and moisture.

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LOW COST TRANSPARENT ACETATE COVERS (OR COMPLETE BOXES)

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- All corners are heat-sealed — hold longer, look better.
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CONTAINER-CRAFT INC.

31 WEST 21st STREET
NEW YORK 10, N. Y.
WATKINS 4-8625

Some Territories Open For Active Salesmen

Banded beer

[Continued from page 125]

through the transparent window section of the bands. Machines equipped with these devices can be changed from printed to plain bands.

Pfeiffer expects to get better display at point of sale because of the touch of smartness added to its package. A recent study[†] which discloses that seven out of 10 buying decisions on all types of glass-packaged items are made after the shopper enters the stores emphasizes that the in-store buying decision rate for beer is even higher—76.8%.

Credits: "Cel-O-Seal" cellulose bands manufactured by E. I. du Pont de Nemours & Co., Inc., Wilmington, Del., and distributed by Armstrong Cork Co., Liberty St., Lancaster, Pa. "World" automatic cellulose banding machines by Economic Machinery Co., Div. of George J. Meyer Mfg. Co., 60 Fremont St., Worcester 3, Mass.

[†]"Latest Facts About Today's Shopper and the Glass Package," available from E. I. du Pont de Nemours & Co., Inc., Films Div., Wilmington, Del.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946, OF MODERN PACKAGING, published monthly at Bristol, Connecticut, for October 1, 1955.

State of New York
County of New York
Before me, Notary Public in and for the State and County aforesaid, personally appeared Charles A. Breskin, who, having been duly sworn according to law, deposes and says that he is the Publisher of MODERN PACKAGING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), to wit:

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Charles A. Breskin, 575 Madison Ave., New York City. Editor, Lloyd Stoffer, 575 Madison Ave., New York City. Managing editor, Pearl Hagens, 575 Madison Ave., New York City. Business manager, Alan S. Cole, 575 Madison Ave., New York City.
2. The owner is: (If owned by a corporation, its name and address must be stated and also, immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Modern Packaging Corp., 575 Madison Ave., New York, N. Y. Charles A. Breskin, 575 Madison Ave., New York, N. Y. Mrs. Charles A. Breskin, 59 Park Rd., Scarsdale, N. Y. Mrs. Linda B. Klein, 1 South St., New Haven, Conn. Theodore B. Breskin, 6 Revere Rd., Scarsdale, N. Y. R. Moiseff, 55 Liberty St., New York, N. Y. E. S. Gregg, 111-8th Ave., New York, N. Y.

3. The known bondholders, mortgages, and other security holders owning or holding one percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

CHARLES A. BRESKIN, Publisher
Sworn to and subscribed before me this 14th day of September, 1955.

(Seal) BEATRICE GROVE
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FOR SALE: Box machines; Packaging machinery; Fillers; Mixers; Labelers; Cappers; Cass Sealing Equipment; etc. What idle equipment do you have for sale? Consolidated Products Co., Inc., 61 Garden Street, Hoboken, N.J. HO 3-4425, New York Tel: BA 7-0600.

FOR SALE: Brand new in original crate. One Triangle Model SR Top and Bottom Carton sealer with motor mounted and wired. Also Triangle Model B Carton Gluer with motor mounted and wired. These two units which cost \$1290.00 just a few months ago can be bought for less than a thousand dollars. Bristol Garden Products Company, Bristol, Illinois.

SHEET VARNISHER: 54"x60" Waldron Aut-Glue with Christianson stream feeder. Like new. \$11,000 or will sell separately. Box 193, Modern Packaging.

FOR SALE AT GREAT SAVING

Very modern, high speed, fully automatic Pneumatic Scale Packaging Unit consisting of: high speed carton feeder and bottom sealer, 2 each two scale weighers, high speed top sealer with compression drying unit, glue tight wrapper, interconnecting conveyors. Maintained in splendid operating condition.

Box 204, Modern Packaging

FOR SALE: One complete air conveying system with 4 intake and discharge stations. Can be used for conveying dry free flowing materials, such as peanuts, beans, rice, etc. Consisting of 10 HP Spencer pressure blower—24 oz. with blast gate and all controls; 4 each—rotary valves, cyclone separators, butterfly direction valves; 2" & 4" steel tubing random lengths of square duct. Will sell complete outfit for \$2,500.00, or will sell any part individually. Also, one Model 31 Toledo platform scale—almost new—with dial capacity 400 lbs.—\$375.00. Austin Packing Co., Box 1936, Baltimore 3, Md.

BAG MACHINE: Roto Polyethylene, P O 2, complete with electric eye, forming plates, & spare parts. This machine is in perfect condition, being used very little, and can be seen in operation in our plant. Contact Products Packaging Company, Kenton, Ohio. Phone 4500.

AVAILABLE AT REAL LOW PRICE

Standard Knapp 429 Automatic Case Gluer, 36 ft. compression; power height and width adjustment throughout; max size carton 47"x20"x26" high. New cost \$11,000. Will sell at fraction of cost. Immediate delivery. In excellent condition.

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FOR SALE: Several Simplex Polyethylene Bag Machines, 4-7 and 24-7, One (1) Simplex Cellophane Machine. All in working condition. Priced at 50% the cost of new machines. Box 207, Modern Packaging.

FOR SALE: Two Pony Label Dri hot seal labelling machines, including certain dies. In use less than one year on limited production. Telephone Lexington 2-1456.

FOR SALE: 1 M-R-M 12 Spout Full Automatic Rotary Gravity Filling Machine—Stainless steel nozzles and spouts. Little used, offered at huge saving to purchaser. Harry Benet, 1003 Plum Street, Cincinnati 2, Ohio.

FOR SALE: Automatic Packaging Machine for wrapping cookies, soap, etc. Complete with electric eye and A C motor \$2500. Cel-U-Dex Corp., 1 Main St., Brooklyn 1, New York.

FOR SALE: 3 Simplex Cellophane Bag Making Machines, 1 Folder Model No. 1, 2 Crimp Models No. 1 with electric eyes and duplex wall sealers. Can be seen in operation. Bagphane Corporation, 65 So. 11 St., B'klyn 11, N. Y. EV 4-6400.

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WANTED: Pneumatic Scale Packaging Line, Capper, Labeler, Cellophane Wrapper. P. O. Box 1351, Church St. Station, New York 8, N.Y.

WANTED

Title Wrap Machine with a Roll Feed. With or without electric eye.

Box 206, Modern Packaging

WANTED: One used Kidder or other flexographic press 24" to 30" wide in good condition. Give full specifications, available printing cylinders, age, price, and available delivery date. Box 212, Modern Packaging.

WANTED: One Model I-C or 4-C Simplex Bag Maker with or without electric eye. Box 214, Modern Packaging.

Help Wanted

PACKAGING & BOX SALESMAN: Wanted side-line salesman comm. basis to sell transp. plastic vials, containers and aluminum foil plates. Reply giving details of lines now selling and territory. Weinman Bros. Inc., 3260 W. Grand Ave., Chicago 51.

PLASTIC SALES ENGINEER: We are seeking a well qualified man experienced in plastics extrusion for attractive Market Development position. Kindly give your education, experience, and expected salary in complete resume. All replies will receive careful attention and will be held confidential. Write: 108 Personnel Department, Chemical Division, Koppers Company, Pittsburgh 19, Pa.

MANUFACTURERS REPRESENTATIVES WANTED: By Eastern Polyethylene Specialists in extruding, printing, and converting of Polyethylene. Commission basis. Most territories open. Reply giving present lines and territory wanted to Box 197, Modern Packaging.

PACKAGING SALESMEN: With knowledge of field of unit packaging to sell packaging service in Metropolitan area and Pennsylvania for progressive firm. Desire commission representative. Reply in confidence. Box 198, Modern Packaging.

MANUFACTURER'S REPRESENTATIVE WANTED: To sell automatically and manually dispensed pressure sensitive labels. Increase your earnings substantially with the most complete line of self-sticking (no moisture required) labels in the packaging business. Healthy commission on this easy to sell label line. Be able to offer your customers outstanding new ideas in pressure sensitive labeling. Write today to Pee-Cee Tape and Label, 521 No. La Brea Ave., Los Angeles 36, California, Department PP.

MFRS. REPRESENTATIVES: With good following and well experienced in packaging field, are wanted by new, progressive Michigan concern. We specialize in custom vacuum formed contour packages; blister packs; acetate covers. Full design and engineering service; excellent sample service. Write full details. Prompt interview arranged. Opening in all major areas. Box 200, Modern Packaging.

COMMISSION REPRESENTATIVES WANTED: By growing and expanding converter. Plain and printed cellophane, polyethylene, foils, acetate, in rolls, bags, sheets, etc. All replies treated in strictest confidence. Interviews arranged. Lintreprint Corp., 932 Hertel Ave., Buffalo 16, N. Y.

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There are several challenging openings for qualified Packaging Engineers for work on Government electronic projects. Industrial experience required in crating, carton design, cushioning or flexible packaging. Good salaries and many benefits including relocation allowances and payment of household moving expenses. Send resume to: Salary Placement, Crosley Division, AVCO Manufacturing Corporation, Cincinnati 13, Ohio.

(Continued on page 252)

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(Continued from page 250)

SALESMEN WANTED: A rapidly-growing organization converting and printing polyethylene and cellophane bags is open for salesmen covering New England territory. Side-line men will be considered. Box 209, Modern Packaging.

MANUFACTURER'S AGENTS: Desired by expanding Midwest Polyethylene bag & liner concern. All sizes of bags and liners, printed and plain. Representatives particularly desired in Midwest territories. Box 210, Modern Packaging.

MANUFACTURERS REPRESENTATIVES:

To sell vacuum formed plastic packaging for growing Mid-West Converter in Chicago, Cleveland, Detroit, and New York. Commission basis. Forward pertinent information on present activity. Box 211, Modern Packaging.

PACKAGING WHOLESALERS, JOBBERS—AGENTS: For manufacturer of fancy foil labels and embossed seals. Sell retailers of display products and gift wraps, or manufacturers for attractive product identification. Competitive selling prices with liberal dealer discounts or commission basis. Samples, design illustrations and flexible price schedule for active qualified dealers. Reply giving present lines and territory. Box 213, Modern Packaging.

FOLDING CARTON—SAMPLE MAKER

Experienced sample maker for major integrated carton manufacturer. Creative ability and knowledge of box plant machinery desirable. Consolidated Paper Company, Monroe, Michigan.

Situations Wanted

EXECUTIVE TYPE SALESMAN AVAILABLE: Top bracket salesman, now employed, with over twenty years corrugated experience including estimating, designing, correspondence etc. Can supply the best of references. Interested in improving position in sales or sales management in the packaging field. Midwest or south preferred. Box 196, Modern Packaging.

PACKAGING SALES: Administrative or field work. Harvard M.B.A. 16 years experience in selling heavy industrial and flexible packaging such as foil, film and wax laminations. Managerial and production experience. Located in Eastern Penna. Will relocate. Will furnish resume. Box 201, Modern Packaging.

MANUFACTURERS REPRESENTATIVE: Now covering Eastern Penna., New Jersey, Maryland and Delaware, seeking additional flexible packaging lines. Interested in polyethylene sheet and tubing, polyethylene coated kraft, government barrier specification papers, foil, film or wax laminations. Box 202, Modern Packaging.

IDEA MAN WITH SELL SELL SELL: Seeks creative sales opportunity—Proven sales record in flexible packaging and point of sale—Handles complete campaign from creation of comprehensive and visual through finished production—Lithography—rotogravure—letterpress—lustris. Has received recognition from this magazine and other trade journals in illustrated articles on re-designing of packages for leading accounts. Box 208, Modern Packaging.

MANUFACTURERS REPRESENTATIVE: We wish to represent, on an exclusive basis for Southern Ohio, a manufacturer of glass bottles, bottle caps, plastics, shipping cartons and epal jars. If you make any of the above items and are not actively represented, write for full details of our plan to: Packaging Suppliers, 55 E. Stewart Street, Dayton, Ohio.

WANTED: One or two additional products. Now selling packaging material to bag converters. Cover New York City, New Jersey and Philadelphia areas. Products need not be sold to same market. Prefer products for sale to manufacturers. Commission basis only. Box 215, Modern Packaging.

Miscellaneous

PLASTIC SCRAP & REJECTS IN ANY FORM: Cellulose Acetate, Butyrate, Polystyrene, Vinyl, Polyethylene, etc. We pay top prices for clear, colored and printed scrap in any quantity. Box 194, Modern Packaging.

SPECIAL OFFERING: Duplex Kraft Shipping Containers 14x8 1/2 x 24 1/2 Kraft 70/70, 90 M All or part at \$38.90 M Subject to Prior Sale. New, perfect condition use for 24 1# Bags Coffee, etc. Less than present mfg. Cost. Discontinuing this item. Atlantic Coffee Bag Co., Inc., 200 Kosciuszko Street, Bklyn. 16, N. Y. Nevins 8-8100.

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Closing date: 10th of preceding month, e.g., October 10 for November issue

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For further information address Classified Advertising Department, Modern Packaging, 575 Madison Avenue, N. Y. 22, N. Y.

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short

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GLUERS AND SEALERS



UNSCRAMBLERS



LABELERS



PLUS other machines for a complete line or single unit.

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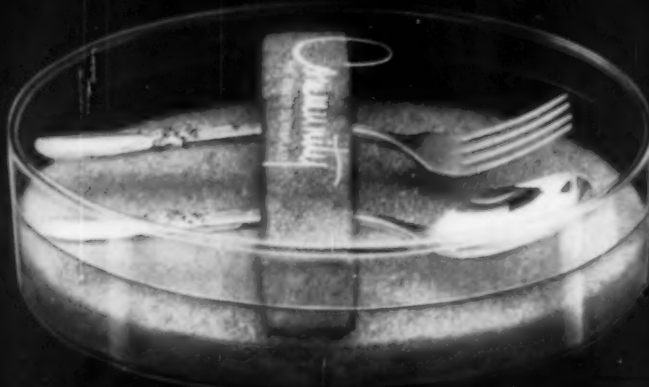


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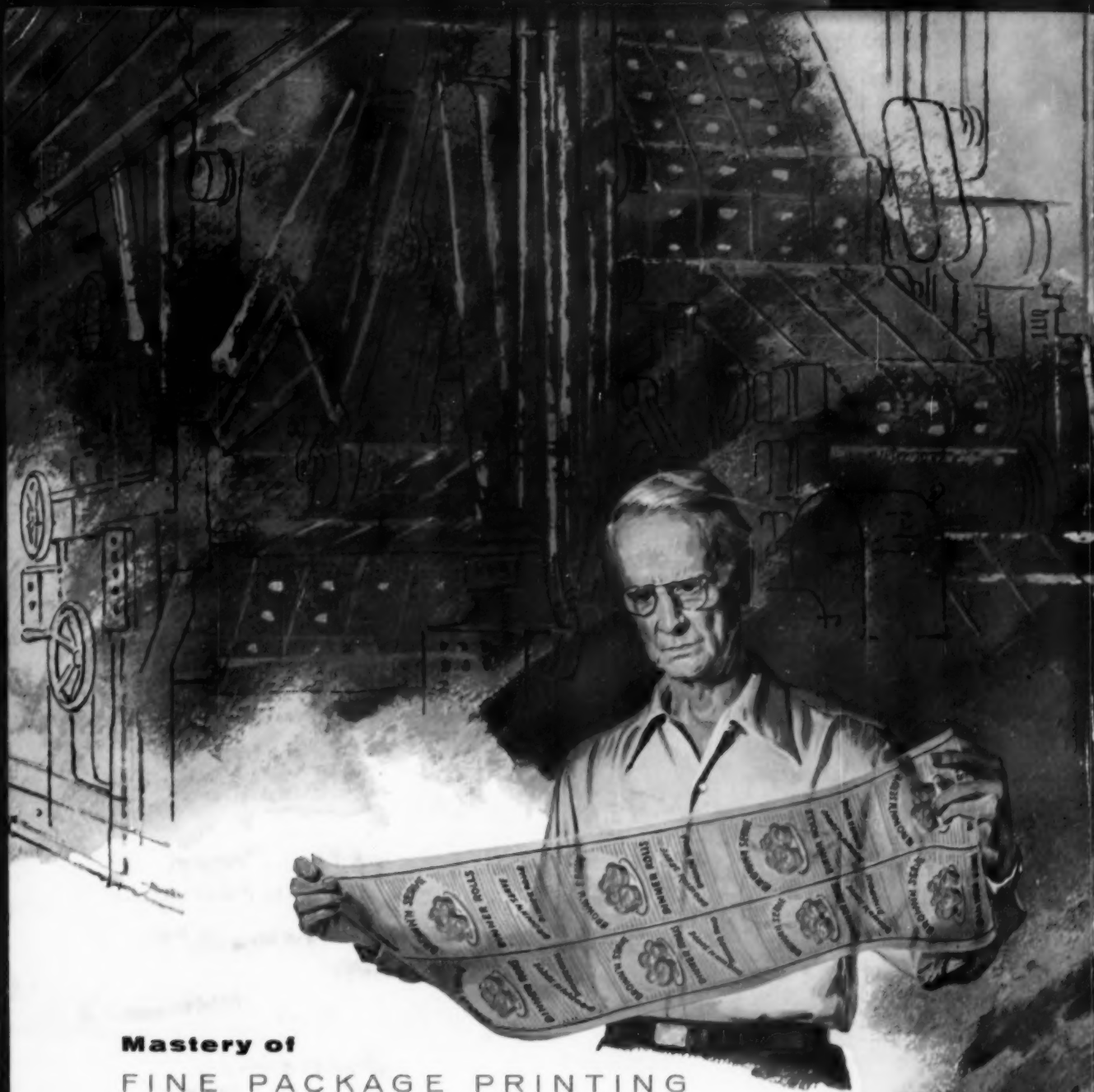
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